

# SOUTHERN AUTOMOTIVE JOURNAL

## PASS IT ON!

OWNER ☐  
 GEN. MGR. ☐  
 SERV. MGR. ☐  
 PARTS MGR. ☐  
 FOREMAN ☐  
 SHOP ☐

March, 1951

## DOUBLE PROTECTION DOUBLES THE LIFE!

**IT'S TRUE!** Perfect Circle's Solid Chrome Plating process actually doubles the life of cylinders, rings and pistons!

**Every Perfect Circle 2-in-1 Chrome Piston Ring Set** gives double protection... with a top compression ring plated with solid chrome to withstand highest temperatures and greatest wear... and a new Oil Stopper, with chrome plated rails for positive oil control.

**What's more,** every PC 2-in-1 Set gives you a choice of spring pressures... because *two* expander springs are packed with every Chrome Oil Stopper... a **NORMAL PRESSURE** spring for rebored and slightly worn engines, and a **HIPRESSURE** spring for badly worn engines and known oil pumpers! No wonder 2-in-1 gives new oil economy and sustained power in any engine!



### NEW CHROME OIL STOPPER

Steel rails plated with Solid Chrome. Alternate HiPressure spring with every Oil Stopper—at no extra cost.

### TOP COMPRESSION RING

Plated with Solid Chrome.

**CHROME AT THE TOP...**  
 where temperature is highest  
 ...lubrication poorest...wear  
 greatest.

**CHROME AT THE BOTTOM...**  
 gives positive oil control for  
 thousands of extra miles without  
 danger of scuffing or scoring.

*a sure bet in one set*  
 for every doctor of motors



**Perfect Circle**  
*The Most Honored Name in Piston Rings*



**NOW'S  
THE TIME  
TO ORDER!**

# EXTRA PROFITS plus SPECIAL BONUS... with WHIZ RADIATOR SPECIALTIES!

You'll be all set for radiator servicing profits this spring when you sell WHIZ radiator conditioners. They're WHIZ quality products through and through—fast-acting, extra-effective, and guaranteed to give the kind of satisfaction that brings customers back for more.

Ask your jobber for WHIZ radiator products—and get the special dealer bonus offer! Order now! If your wholesaler does not have WHIZ Radiator Products, ask him to stock them for you.



## WHIZ KLEEN-FLUSH CLEANS

Powerful acid-type cleaner dissolves rust, scale, sludge and corrosion. No reverse flushing needed. Conditioner neutralizes acidic action.

## WHIZ RUSTOP PROTECTS

Both a rust preventive and a water pump lubricant! A soluble oil-type product with extremely effective anti-rust properties. Excellent lubricant for sealed water pump systems.

## WHIZ INSTANT SEALER SEALS

Seeps into all places where leaks occur, and seals leaks solidly even after water is drained. Will not clog or harm cooling systems in any way.

## YOURS AT NO EXTRA COST MAGNAGRIP Knife and Tool Holder

Permanent magnet holds 7 to 10 knives or tools, heavy or light, for handy, safe availability. The MAGNAGRIP protects knife edges, keeps tools in view. Heavily plated with beautiful white enamel finish. Easy to keep clean. 2" wide x 9" long. Retail at \$3.49 everywhere.

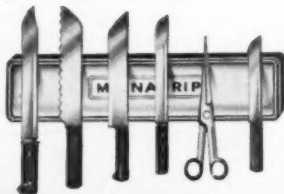
For the Kitchen • For the Garage • For Sewing Room • For Home Workshop

### WHIZ BONUS DEAL 51-C5

YOU BUY 1 doz. Kleen Flush.....	\$ 9.00
1 doz. Rustop.....	7.20
1 doz. Instant Sealer.....	4.68
BONUS—MAGNAGRIP Holder.....	3.49
Regular Dealer Value.....	\$24.37

**YOUR SPECIAL DEALER PRICE—ONLY \$20.88**

(MAGNAGRIP also available with any other full case assortment of WHIZ Radiator Products, totaling \$21.00 or more.)



(Tools not included)



R. M. HOLLINGSHEAD CORPORATION • Camden 2, N. J. • Canadian Offices, Toronto  
LEADER IN MAINTENANCE CHEMICALS      Warehouses, Dallas, San Francisco, Chicago

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Volume 31      Number 3



# COMPLETE SERVICE

*for Block and Radiator....*



#### PERMATEX LIQUID RADIATOR CLEANER

the right product for tough jobs...actually dissolves rust and scale in clogged radiators and in blocks.

#### PERMATEX LIQUID RADIATOR CEMENT

for instantly repairing leaks in radiators...permanently stops seepage in hose connections. Will not clog the system.

#### PERMATEX FORM-A-WELD

for permanently sealing cracked blocks, cylinder heads, water jackets and split valve ports.

*When you talk Permatex...you're talking Quality!*

**PERMATEX COMPANY, INC. • BROOKLYN 35, N. Y.**

# BETTER *Buy*

## BETTER GASKETS

# *by*



**YOU CAN DEPEND ON**

# **McCORD**

# **GASKETS**

"Build better gaskets for better sealing service" has been the watchword of the McCord gasket organization throughout the years. The reputation of McCord gaskets for quality, fit, and the ability to make and keep TITE joints was established through adherence to this policy.

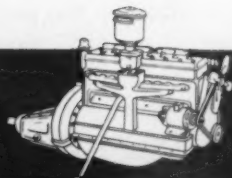
**McCORD CORPORATION**  
DETROIT 11, MICH.

*Most Car Makers Do!*

*Specify*

**McCORD**

...the Gasket that  
is Engineered to the Design of the Motor



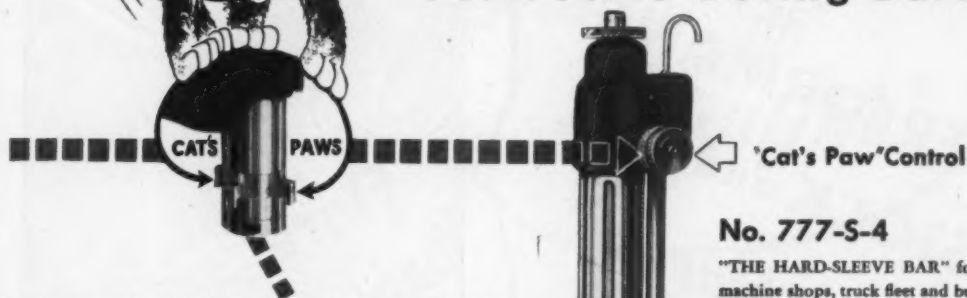


# 4 "Cat's Paws"

... found only on

## VAN NORMAN

### Per-Fect-O Boring Bars



Here are the 4 solid reasons why every Per-Fect-O gives perfect, factory-accurate finish of the cylinder wall ... from top to bottom ... *in one quick cut!*

These 4 non-revolving supports are expanded against the cylinder wall ... so that they center the bar ... then *steady-rest* the flycutter all the way down. No chattering. No weaving. No taper.

These are good reasons, too, why the Van Norman Per-Fect-O Boring Bar is the "Standard" of perfection in the world today. Sizes for every range of work. Have your jobber show you these and other exclusive "Per-Fect-O Profit-Points." Or write Van Norman Co., Springfield 7, Mass.

#### No. 777-S-4

"THE HARD-SLEEVE BAR" for machine shops, truck fleet and bus shops. Capacity: 2.6" to 5.343" diam., and depths to 14". Equipped for "Sucker-Outer" chip-remover.

4 "Cat's Paws"



**The Best-Equipped Shop  
Gets the Business!**

*"It Pays to Van Normanize"*

For  
**TOP QUALITY**  
and  
**PERFORMANCE**  
**STOCK and SELL**  
**Flare**

- 1** Mixes perfectly with all original equipment and other standard brand fluids!
- 2** Will not freeze at temperatures as low as 70°F. below zero!
- 3** Flare will not corrode brake parts or swell rubber cups—it's harmless to use!
- 4** Uniform quality is assured by close laboratory supervision!
- 5** Flare performance is backed by twenty years manufacturing experience!



**Flare HYDRAULIC  
BRAKE FLUID**

- Flare is available in pint, quart, gallon, 5-gallon (with special handy pouring spout), and 54-gallon containers.

**THE BELL CO., Inc.**

411 North Wolcott Avenue

Chicago 22, Illinois



## DEALERS REPORT BIG SALES BOOSTS

**Benium** is the password to profit these days. Dealers everywhere are rolling up sales records with Eclipse Brake Linings and Blocks. Users are proving that they recognize a good thing when they find it. And they are passing the word along about the added miles of service life and safe, smooth stops in these two great Eclipse products. So, get in on the pay-off. Call your jobber today and stock up on these money-makers—Eclipse Brake Linings and Blocks.

## Eclipse BRAKE LININGS and BLOCKS

PRODUCTS OF **Bendix**  
The Greatest Name in Braking!

MARSHALL-ECLIPSE DIVISION OF  
TROY, NEW YORK

Export Sales: Bendix International Division, 72 Fifth Avenue, New York 11, N. Y.



**BENIUM®** Heat-resisting material is the secret ingredient developed by the Marshall-Eclipse Division of Bendix and used exclusively in Eclipse brake linings and heavy-duty brake blocks.





# *Sell 100% more protection*

## **Why**

**today's driving conditions require this revolutionary new battery!**

**1**

**You're driving more than ever before—more mileage means more battery wear.**

**2**

**Your battery is being charged more—not only over more miles but, also, at higher rates.**

**3**

**Higher compression motors are here—they require more battery starting power.**

**4**

**Today, batteries are under the hood—and under-the-hood batteries must withstand under-the-hood temperatures.**



# **New Willard Super**

# against the No.1 battery killer

## with Willard

# METALEX

### PRODUCTION EXPANDED

to meet the demand for  
Willard Super Masters

So great has been the demand for the Willard Super Master, that some dealers have been unable to keep it in stock. But now production facilities have been expanded—more Super Masters are being delivered to Willard Dealers every day!

Thousands of car owners have bought the Willard Super Master—thousands still need it. See your Willard Distributor today!

### greatest battery improvement in 25 years!

Today, OVERCHARGING is the No. 1 battery killer. More batteries are worn out from this one cause than from all other causes combined! Overcharging strikes directly at the grids—the lead-alloy framework which holds in place the current-producing active material. Overcharging *corrodes* the grids—*fractures* them—*destroys* their ability to retain active material—*destroys* their utility as current conductors.

But now METALEX—a new and vastly superior grid metal has been developed and perfected by Willard metallurgists specifically to combat damage by overcharging. And METALEX does so—stubbornly, effectively. METALEX provides a full 100% more protection against the No. 1 battery killer! METALEX l-e-n-g-t-h-e-n-s battery life. Available exclusively in Willard Super Master Batteries!

NEW



THE METALEX GRID  
with these  
plus features  
MAKES THE NEW  
WILLARD  
SUPER MASTER  
CUSTOM-BUILT FOR  
TODAY'S DRIVING  
CONDITIONS

NEW

IMPROVED CONTAINER  
FOR LONGER LIFE



New design—heavily reinforced at points of stress. Withstands high under-the-hood temperatures.

NEW

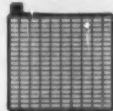
IMPROVED SEALING COMPOUND  
FOR LONGER LIFE



Will neither crack in winter nor melt in summer. Withstands high under-the-hood temperatures.

NEW

IMPROVED ACTIVE MATERIAL  
FOR QUICKER STARTS



So much more chemically active, that snap starts are assured—even in cars powered by new higher compression motors!

# Master with METALEX

# Where Quality Counts...

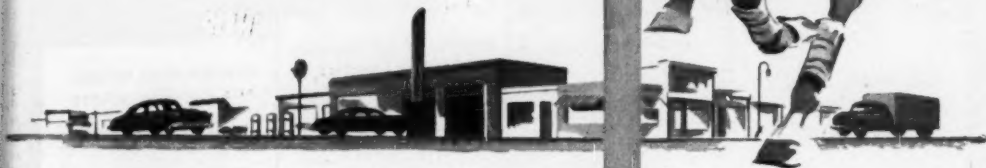
## use **PACKARD** **LOW TENSION CABLE** with **"249 Compound"**

What a wonderful difference! Packard low tension cable with amazing "249 compound" insulation lasts longer and delivers superior performance, too.

Packard's "249 compound" insulation will not crack or harden. It has exceptional resistance to heat, chemicals, oils and abrasion. And "249 compound" will not support combustion.

By every test in the laboratory—by the test of long, hard use—Packard low tension cable gives better, longer, more trouble-free service. What's more, Packard automotive cable is used as original equipment on more cars, trucks and buses than any other make.

Yes, where quality counts, use the cable that sets the standard of the industry—Packard low tension cable.



# Packard

REG. U.S. PAT. OFF.  
TRADE MARK

Packard Electric Division, General Motors Corporation  
Warren, Ohio

**FOREMOST BUILDER OF  
AUTOMOTIVE AND AVIATION WIRING**

### PACKARD PETE SAYS—

Standardize on nationally known and widely distributed Packard automotive cables. Packard supplies highest quality cable for all requirements—low tension cable ... 440 and Lac-Kard high tension cable ... battery cables with your choice of the LeadAlloy terminal or the leaded brass terminal.

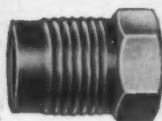
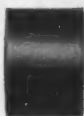
# SPECIAL OFFSET PIVOT SHAFT KITS



Holes Drilled "Off-Center"



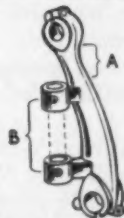
MOOG K35S Gives  
Extra Degree of  
Camber Either Way



## K35-S

Many wheel alignment operators are experiencing difficulty in setting camber on 1949-50 Ford automobiles. By offsetting the bolt holes on the MOOG upper control arm inner shaft, approximately an extra degree of camber either plus or minus can be obtained. The K35-S is reversible. *It eliminates dangerous bending.* It is a permanent installation, and no shims or longer bolts are required.

MOOG DESIGNS AND MAKES A PART TO DO  
A BETTER JOB THAN THE ONE IT REPLACES.



**DANGEROUS TO BEND**  
Because of short neck (A) bending sometimes throws king pin bosses (B) out of line, causing king pins to bind or break when wheels are turned.

MOOG INDUSTRIES, INC. ST. LOUIS 14, MO.

**MOOG**



**IT'S IN  
THE BAG!**

**Durkee-Atwood  
Factory Fresh**

V-Belts make V-belt history with this sensational new outer-wrapped sealed-plastic package (patent applied for) that gives double protection against sunlight, air, moisture, dirt, and grease. Only Durkee-Atwood has it—the V-Belt with sealed-in mileage!

Durkee-Atwood V-Belts are guaranteed to be *New* and *Factory Fresh* when you open the package! Your customers can see and feel the newness—can smell the clean aroma of fresh rubber!

When package is unbroken, this belt is

*Factory  
Fresh!*

**DURKEE  
ATWOOD**

**BELT**

**V-740**

REPLACES

RAITON	V-10 GAGE	100
OLIMP	V-20 DGEORGH	80
CHADOTTA	10 AMLEP	V-70
AMMEL	98 FOIBETUP	530
DURKEELO	V-1 U.9.	75

# SENSATIONAL

*FACTORY  
FRESH*

**V-BELTS**

**DURKEE-ATWOOD'S**

*EXCLUSIVE*  
**SEALED  
PACKAGE**

Copyright 1951, Durkee-Atwood Co.

**DURKEE-ATWOOD** *Factory Fresh* **V-BELTS**



# NEWS!

## Factory Fresh

WHEN  
YOU BUY 'EM!

### Your Best Deal for V-Belts!

**BIGGER PROFITS PER SALE**—your cost is lower for top profit on every belt installation. No matter what brand you have handled in the past, increase your V-Belt profits now with the D-A *Factory Fresh* Program!

**QUICK SELECTION**—correct replacement numbers and list of cars serviced are printed on every package, as well as the inside circumference, outside circumference, and top width of the belt.

**SENSATIONAL CUSTOMER ACCEPTANCE**—your customer knows when you break the seal on a Durkee-Atwood sealed-plastic package that you are giving him a belt that is factory guaranteed to be New and *Factory Fresh*.



### HIT THE JACKPOT WITH THE *Factory Fresh* DISPLAY PANEL

This striking, streamlined display panel cashes in on the "billboard" advertising design of the *Factory Fresh* package—is a customer-stopper that sells more belts for you!

## FACTORY FRESH

WHEN  
YOU SELL 'EM!

**SPARKLING DISPLAYS OF V-BELTS**—brightly-colored, eye-catching packages give you uniform, better-looking stocks—kept clean with the swish of a cloth!

**FASTER SERVICE ON REORDERS**—you and your jobber both benefit from the service rendered by strategically-located warehouse stocks.

**DURKEE-ATWOOD  
COMPANY**

MINNEAPOLIS 13, MINNESOTA

Manufacturers of V-Belts, Sprockets  
and Commercial Machinery Since 1910

MAIL  
COUPON  
TODAY  
FOR FULL  
DETAILS

Durkee-Atwood Co., Dept. SA3  
Minneapolis 13, Minn.

Gentlemen: Please send FREE catalog on *Factory Fresh* V-Belts and name and address of your jobber in my area.

Name \_\_\_\_\_  
Firm \_\_\_\_\_  
Address \_\_\_\_\_  
City \_\_\_\_\_ State \_\_\_\_\_

THIS BRILLIANT NEW



New Britain RATCHET REALLY

**CLICKS**



SET NO. 6050

This 50 piece New Britain Utility Tool Set includes both  $\frac{1}{4}$ " and  $\frac{1}{2}$ " Drive Sockets and Drive Parts together with most used Flat Wrenches and Screw Drivers.

There are many New Britain Tools with the soundness, quality and all 'round utility that excite admiration among mechanics . . . but this new Ratchet is so beautifully engineered, so tough, so sweetly balanced that one feel of it — and you're sold! It has everything . . . rugged strength, comfortable grip, triple plate, chrome finish and a s-m-o-o-t-h action that whips through work like a dream . . . in short — this New Britain Ratchet **CLICKS**, and how!

Check with your Jobber. He has this brilliant new Ratchet in  $\frac{1}{4}$ " —  $\frac{3}{8}$ " and  $\frac{1}{2}$ " Drive and a complete Line of New Britain Tools to go with it. So, no matter which New Britain Tool you need . . . remember it's no further away from you than your telephone. When you need a Tool — and, you *do* need this new Ratchet — **PHONE YOUR JOBBER!** The New Britain Machine Co., New Britain, Conn.



**New Britain**

GREATER STRENGTH • BETTER FIT

**HAND-TOOLS**

*you'll drive more safely  
with a*

## FULTON SUN SHIELD



*Sunny driving can be*

*... tiresome ... or restful*

Eyestrain can become a driving hazard almost without your knowing it. A flood of sun glare and sky glare through today's big windshields takes its toll in weary vision — fatigue that can well be avoided.

Like more than a million other drivers, you'll appreciate the restful protection of a Fulton Sun Shield. Why not enjoy such benefits as easier driving, light intensity reduced up to 50 percent, your car interior as much as 10 degrees cooler on brilliant, hot days?

The Fulton Sun Shield is a lasting investment in driving safety, comfort and dressed up car appearance. Engineered of lasting aluminum. Fittings are stainless steel. Attachment to car frame is solid, secure. Request FULTON from your car dealer or auto supply store. Price, \$24.95.



NO. 34 DELUXE  
TRAFFIC LIGHT FINDER

Brings those high over-head traffic lights into easy view. Easily attached to inside windshield frame. Fully adjustable for all drivers. \$2.95.

No. 34, with smaller lens, attached to windshield by vacuum cup, \$1.00.



A car without a Fulton Shield is like a hat without a brim.



NO. 35  
BUMPER CLAMP

For use in attaching two-wheel utility trailer to automobile. All-steel, adjustable to fit most bumper shapes. \$6.00 (west of Rockies, \$7.00).

Prices subject to change without notice.



NO. 6-7  
TRAILER COUPLING

For two-wheel trailer loads up to two tons. All-steel, can be bolted or welded to trailer tongue. Easily separated hand wheel, positive safety latch. Heat-treated bolts. \$4.00 (west of Rockies, \$4.30.)

# FULTON

# You Sell Safety

WHEN YOU SELL  
**FULTON**  
**SUN SHIELDS**

Your customers will  
see this message in the  
**POST** April 14th.

**THE  
FULTON COMPANY**

1912 South 82nd Street  
Milwaukee 14, Wisconsin

# Perfect for



*You can depend upon Wagner quality because Wagner products are used as original equipment by automobile, truck and trailer manufacturers. Ask your jobber, or write us for free Catalog AU-500.*



# Wagner

# service...

## WAGNER LOCKHEED HYDRAULIC BRAKE PARTS...

... same as those used on new vehicles are available to you for replacement needs

When you replace worn brake parts with new genuine Wagner Lockheed parts you are assured perfect fit and maximum service life. This line is complete. It provides the correct replacement for the job, regardless of make or model of vehicle. It includes

hydraulic wheel cylinders and master cylinders, ready to install; wheel cylinder and master cylinder repair kits, containing all necessary parts for a complete overhaul job; individual parts such as cups, boots, pistons, etc., brake hose; and other related parts.

...and all from **ONE** source..... your Wagner jobber....



**WAGNER LOCKHEED  
HYDRAULIC BRAKE FLUID**  
—is an all season fluid that functions under all driving temperatures... Recommended for all cars and trucks... Mixes with other approved fluids. Surpasses S. A. E. standards.



**WAGNER CoMAX  
BRAKE LINING**  
—offers complete coverage for all your needs... in sets, rolls, blocks, slabs and cut segments. A non-compressible, long-wearing lining of uniform texture.

**Wagner Electric Corporation**  
6362 PLYMOUTH AVE., ST. LOUIS 14, MO.  
(Branches in Principal Cities and in Canada)

...the best known  
name in brake service

Please send me the latest Bulletins on Hydraulic  
Brake Servicing—HU-17H, HU-197.

NAME \_\_\_\_\_

FIRM NAME \_\_\_\_\_

ADDRESS \_\_\_\_\_

CITY \_\_\_\_\_

ZONE \_\_\_\_\_ STATE \_\_\_\_\_





# ACT NOW to Save Man-hours

**Keep customers and engines humming... in spite of mounting manpower shortages!**

Mounting manpower shortages add another important reason why you should *act now* to put the complete SUN Diagnosis Program to work in your shop. Make sure that you have the very *latest* types of SUN Diagnosis Instruments. Arrange now for SUN Training for your operators.

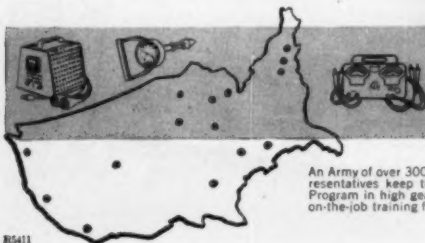
This complete SUN Diagnosis Program will save precious hours of manpower for you. By substituting scientific testwork for rule-of-thumb guess-work, you'll not only increase shop efficiency and profits to all-time highs but you'll insure customer satisfaction that will pay-off in many years of stable, profitable business. In addition, you become one of the thousands of SUN Diagnosis Stations that are helping to strengthen America's vital transportation arm.

Your local SUN Representative will be glad to help you get started. Why not call him today or write for your complimentary copy of "Dollars from Diagnosis" Booklet, explaining the procedures, equipment and mechanic training in full detail.



*don't guess...TEST!*  
**Sun**  
**ELECTRIC CORPORATION**

Dept. A, 6331 Avondale Ave., Chicago 31



An Army of over 300 Sun Field Representatives keep the SUN Testing Program in high gear. They provide on-the-job training for thousands of

mechanics yearly... they service equipment and keep a constant check on the efficiency of scientific testing procedures. To insure a

constant supply of highly skilled advanced operators, Sun also maintains 17 strategically located Technical Training Schools.

B5411

Keep 'em rolling with . . .



# MOPAR

## COOLING SYSTEM CONDITIONERS

For PLYMOUTH, DODGE, DE SOTO and CHRYSLER  
CARS and DODGE "Job-Rated" TRUCKS



### MoPAR Fan Belt with extra strength

Exceptionally strong and flexible. Made of specially cured rubber and high tensile strength cord.



### MoPAR Radiator Hose that lasts and lasts

Neoprene lining and 3-ply fabric assure extra-long life and utmost flexibility.



### MoPAR Stop Leak

Seals small leaks and cracks in the cooling system *safely, effectively and economically.*



### MoPAR Cooling System Cleaner

Rust, water scale, and other foreign elements are *dissolved* . . . to restore the cooling system to "new car" efficiency!



### MoPAR Radiator Rust Resistor

Protects water jackets, radiator core walls, tanks and water pump parts—gives positive protection against rust.

FACTORY  
ENGINEERED



FACTORY  
INSPECTED



SUPPLIED  
BY CHRYSLER MOTORS  
PARTS CORPORATION



You can get MOPAR parts from dealers for  
**PLYMOUTH · DODGE · DE SOTO · CHRYSLER**  
**CARS · DODGE "Job-Rated" TRUCKS**  
... and from many general service and repair shops.

CHRYSLER MOTORS PARTS CORPORATION, DETROIT, MICH.

Do it with **EASE!**  
 Do it with **CONFIDENCE!**  
 Do it with **SATISFACTION!**



Photo shows Grinder operation with  
 SIOUX Portable Electric Grinder

...That's the real story behind **ALL**

**Sioux**  
**TOOLS**

Like all SIOUX TOOLS you get complete satisfaction for yourself and your customer — at low cost.

**Sold only thru Authorized SIOUX Distributors**

STANDARD THE



WORLD OVER

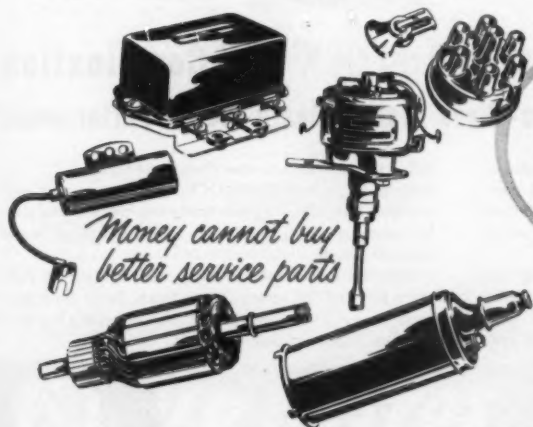


## "One slip...and no customer"

*"Years ago I learned a lesson about service parts the hard way. One of my best customers needed a new coil. I replaced it with a substitute part. Just three days later that coil went on the 'fritz', and some other serviceman told him about Original Factory Parts. Well, that one slip lost me a customer, but it made me*

*decide there and then to use strictly Original Factory Parts . . . and I've never been sorry!"*

Clifford Gould, 7105 West North Ave., Wauwatosa 13, Wisc.  
The outstanding customer satisfaction Auto-Lite Original Factory Parts afford service men is proved by this fact: more than half of America's car makers specify Auto-Lite. Make the wise choice of Original Factory Parts and protect your honest workmanship . . . and build your business. For full information, write to  
**THE ELECTRIC AUTO-LITE COMPANY**  
Toledo 1      Parts & Service Division      Ohio



*Money cannot buy  
better service parts*

TUNE IN "SUSPENSE" . . . CBS RADIO THURSDAYS . . . CBS TELEVISION TUESDAYS

### "Tested Quality"

**HELPS YOU DELIVER  
AMERICA'S FINEST ELECTRICAL SERVICE**

From blueprint to finished product, constant inspection and testing of all Auto-Lite Original Factory Parts assures quality of unfailing dependability . . . and is proven by exhaustive tests of leading automotive engineers who specify Auto-Lite as Original Factory Equipment on many of America's finest cars and trucks.



# these brakes



*Fleet Operators Prove*

## **WORLD BESTOS RED BLOCK "J" Combination** **Stops Brake Fade! Saves Drums-Gives More Mileage-Better Performance**

Just a year ago World Bestos announced sensational new RED BLOCK . . . a high friction brake block combination for heavy duty trucks and trailers *guaranteed to eliminate brake fade regardless of load, heat, water or abusive driving conditions.*

Response from the trucking industry has been tremendous. Fleet operators in all parts of the country have equipped their rigs with RED BLOCK . . . have proved for themselves that RED BLOCK can't fade even

under the most severe operating conditions.

Proved also that RED BLOCK ends glazing and heat checking of drums . . . gives vastly improved brake performance, gives longer brake life and assures lower operating costs.

Operators and maintenance men quoted at right serve some of the nation's finest fleets. Read what they have to say . . . see how RED BLOCK solves the trucker's toughest brake problems!





# can't fade!

## Guaranteed WORLD BESTOS RED BLOCK



**Can't Fade—Actually Retains  
Full Friction at Brake  
Temperatures as High as 1300°**

Red Block is used only in combination with World Bestos "D" blocks as shown in diagram. This makes up the revolutionary "J" Combination that eliminates brake fade regardless of heat, water or driving conditions.

On severe service "J" Combination also gives longer mileage and protects drums from heat checking and distortion.

**THE RED BLOCK "J" COMBINATION IS AN EXCLUSIVE WORLD BESTOS DEVELOPMENT. GUARANTEED NO FADE (HEAT OR WATER)**

Mr. Harold P. Collier . . .  
owner of Collier's Truck Service,  
Uniontown, Pa., says,  
"Since we started using  
World Bestos RED BLOCK

we haven't had a single case of brake fade and are getting  
twice the mileage between relines. RED BLOCK in the "J"  
Combination is without doubt the finest brake block I have  
ever used."



Mr. Bill Strong, Fleet Supt.,  
Associated Lumber and Box  
Co., Wileyville, Calif., "We  
have had unusual success  
with World Bestos "J" Combination (RED BLOCK) . . . no trouble at all with brake fade . . . a  
welcome saving on maintenance costs due to longer brake life  
and reduced drum wear."



Mr. M. H. Wilson, Supt. of  
Mtn. Pilot Freight Carriers,  
Inc., Winston Salem, N. C.  
"Most dependable braking  
performance we've ever experienced.

(RED BLOCK) has eliminated brake fade completely  
... reduced our brake maintenance costs substantially by giving  
us more mileage between relines and by eliminating excessive  
drum wear."



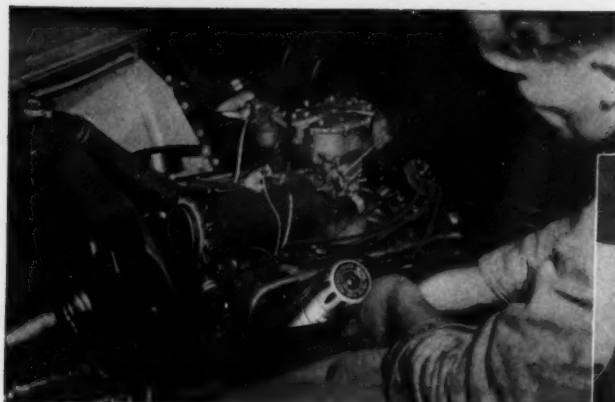
Mr. Claude Sorel, Mtn. Manager,  
Emmott Valley Transportation Co., "RED BLOCK  
has proven superior in all respects  
to any brake blocks previously used by us. Dependable brake action, high mileage  
and exceptionally long drum life make RED BLOCK the answer  
to a maintenance manager's prayer. I sincerely recommend  
World Bestos RED BLOCKS to any fleet operator."



For Full Information about World Bestos RED BLOCK and the complete line of World Bestos Job-Tested Brake Linings  
and Friction Materials, see your Jobber  
or write to World Bestos, New Castle, Ind.

## WORLD BESTOS

NEW CASTLE, INDIANA



## Oldsmobile dealer **SAVES 15%** on labor costs!

A progressive Chicago car dealer saves an additional 15% on labor costs by equipping his up-to-date repair shop with I-R Impacttools. Here are some of the time savings that showed big dollar savings in labor costs.

	<i>By Hand</i>	<i>With Impacttool</i>
Changing wheels	8 min.	2 min.
Brake job	2 hrs.	1½ hrs.
Removing cylinder heads	30 min.	15 min.
Changing a motor	14 hrs.	10 hrs.
Rear end job	3½ hrs.	2½ hrs.
Gas tank bolts	20 min. ea.	4 min. ea.
Complete engine overhaul	1½ days	1 day

The list of other jobs which calls for the Impacttool is long and varied: everything from pulling the 3-inch bolts in the knee action to the 42 short ¼" cap-screws in the Hydramatic; from changing springs to pulling rod bearings. One particularly difficult job is pulling differential carrier bearings, with the Impacttool turning a standard puller the bearings come out easily.

The Impacttools are so popular in this busy shop that some of the men, rather than take time to go to the tool room to pick up one of the six I-R Impacttools, purchased them for themselves so as to have a tool always at hand for even the smallest job.

Send for your copy of Impacttool Case History, 5082-14, which gives all the names, facts and figures on this outstanding time-saving story.

Call your Ingersoll-Rand Jobber and arrange for an on-the-job demonstration. . . Seeing Is Believing!

No Motor Burn-Outs,  
can't stall motor

No-Kick, No-Twist  
to operator

# Ingersoll-Rand

11 Broadway, New York 4, N. Y.

600-18

ORIGINATOR OF IMPACTTOOLS—air and electric



- ★ RUNS NUTS
- ★ TAPS
- ★ REAMS
- ★ DRILLS MASONRY
- ★ WIRE BRUSHES
- ★ DRIVES SCREWS
- ★ DRIVES STUDS
- ★ SAWS HOLES
- ★ DRILLS
- ★ BORES WOOD
- ★ EXTRACTS BROKEN STUDS

# 50% MORE PROFIT

## WITH CONCENTRATED

# LION *Nōkōrōde*

### UNDERCAR SEALER AND SILENCER

**150**  
Perfect  
undercoating jobs  
at the cost of  
**100**



#### IT'S SIMPLE ARITHMETIC!

Most ordinary undercoatings contain a large percentage of solvent. You spray these undercoatings to a  $\frac{1}{8}$ " thickness—but when the solvent dries out, you're left with about  $\frac{1}{16}$ " thickness.

Lion Nokorode Under-Car Sealer and Silencer is *concentrated*. You spray Nokorode to  $\frac{1}{16}$ " thickness—and it dries to almost  $\frac{1}{8}$ " thickness. There's no wasteful excess solvent.

Result: You can do half again as many cars with the *same amount* of Lion Nokorode as you'd do with ordinary undercoatings. Yet Nokorode costs no more. Drum for drum, you *make 50% more profit* with Nokorode! Nokorode is *uniform*, for smooth application. It's *homogenized*—won't clog guns. And it's *guaranteed* to give complete customer satisfaction. Start making money with Nokorode—send the coupon below now!

Made Under The Process Of U. S. Patent No. 2,393,774

## WE HELP YOU SELL *Nōkōrōde*

### WITH POWERFUL ADS IN THE

## POST AND TIME



Made and  
Distributed by

LION OIL COMPANY, EL DORADO, ARK.

## FREE!

How To Make  
More Money From  
Undercoating!



LION OIL COMPANY, El Dorado, Arkansas

Please send me complete details on how I can increase my undercoating profits with Lion Nokorode Under-Car Sealer and Silencer.

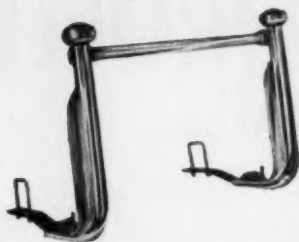
Name

Street or Route

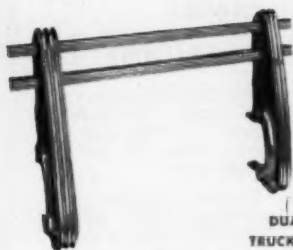
City  State

Brand of undercoating I am now using, if any

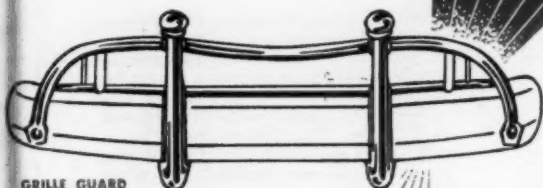
# ENGINEERED



GRILLE GUARD  
TRUNK GUARD



DUAL RAIL  
TRUCK GUARD



GRILLE GUARD  
WITH WINGRAILS



ADJUSTABLE  
LICENSE PLATE  
FRAME

# CELLO

## GRILLE GUARDS

... FOR MORE  
**PROFITS**  
AND BETTER  
**PROTECTION**

**FINEST QUALITY**  
**CUSTOM STYLING**  
**EXTRA STRENGTH**  
**GUARANTEED FINISH**  
**EASY INSTALLATION**

You want extra profits . . . your customers want the best protection for their cars. When you sell CELLO both you and the customer are satisfied, because Cello Grille Guards are specifically **ENGINEERED** to provide the finest protection money can buy.

Only top-quality materials and workmanship go into the making of Cello Guards.

Join the thousands of successful merchandisers who are now featuring Cello Grille Guards, and get your share of the extra profits the complete Cello line provides. Styles to fit all makes, 1946-1951.

For full information on Cello Guards and License Plate frames write to the factory today for **FREE** catalog pages and price lists.

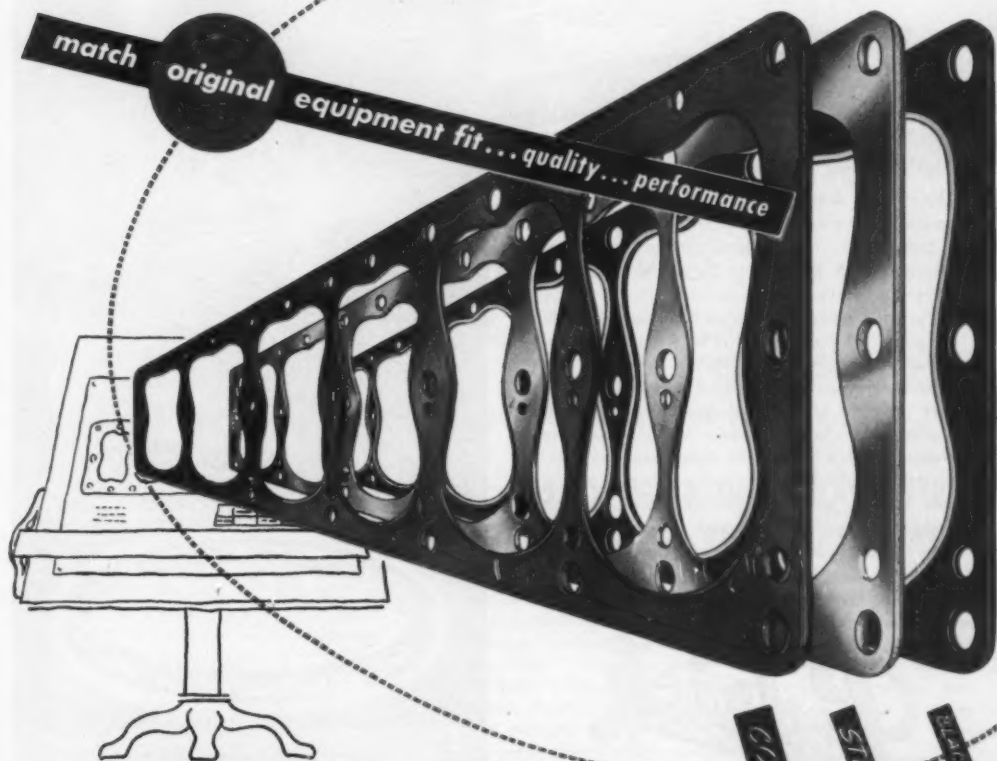
**your GUARD for life**

**Cello Products Co.**  
161 Prescott Street  
East Boston 28, Mass.

# FEL-PRO's always ONE STEP AHEAD

**to safeguard your future Gasket Satisfaction!**

What would happen to Fel-Pro users in the event of critical shortages of strategic materials? NOTHING! Fel-Pro's already a step ahead of that possibility! Fel-Pro Engineers have developed and thoroughly proven by rigorous laboratory tests conducted over many months, gaskets which will serve you during any possible emergency. These gaskets will carry the same guarantee as do Fel-Pro Gaskets you are now using. In any event, you can be sure that the Fel-Pro Gaskets you use today, or the Fel-Pro Gaskets you use tomorrow, are made by creative engineers who know what modern high speed engines require in raw materials and in precision construction. You can always be sure when you . . . ask your Jobber to reach for FEL-PRO!



**FEL-PRO**

*there's no place for me  
in Fel-Pro's plan says 'little drip'*



**Famous For**



**FELT PRODUCTS MFG. CO.**  
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FAST SERVICE ASSURED by Warehouses Near You . . . ATLANTA • BOSTON • NEW YORK • LOS ANGELES • OAKLAND • PORTLAND

SOUTHERN AUTOMOTIVE JOURNAL for MARCH, 1951



# Conformability in Piston Rings

IMPORTANT IN NEW ENGINES

ESSENTIAL IN RE-RING JOBS!

The effort to develop more power . . . without increasing engine weight, engine cost, or consumption of fuel and oil . . . has naturally led to higher compressions, and, in turn, to higher heats and increased tendency to block distortion.

For this reason, rings that are highly conformable are more important than ever before in the manufacture of new engines. Obviously this holds true to an even greater degree in worn engines. Whenever cylinders become distorted or out-of-round, conformability in piston rings becomes vital. The control of blow-by and the maintenance of compression require the most conformable piston rings that can be had—and Pedrick has them! Get Pedrick rings in guaranteed Engineered Sets from your Pedrick jobber. WILKENING MANUFACTURING CO., Philadelphia 42, Pa. In Canada: Wilkening Manufacturing Company (Canada) Ltd., Toronto.

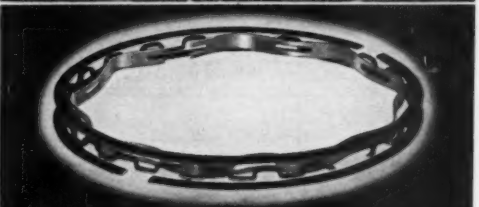
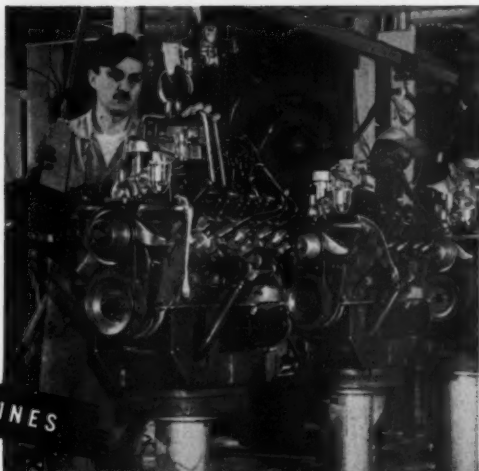
**Pedrick**

"HEAT-SHAPED"

**PISTON RINGS**

IN GUARANTEED ENGINEERED SETS

FOR 31 YEARS, SUPPLIER OF PISTON RINGS TO  
LEADING VEHICLE AND ENGINE MANUFACTURERS



Here's Conformability—  
**THE 554 OIL RING**

- Conforms more readily to tapered and out-of-round cylinders
- Adapts itself to groove depth variations better than any other ring
- Greatest capacity to store and drain oil
- Most uniform pressure distribution
- Outlasts other oil rings by a wide margin

# POWER BRAKING Offers You the Fastest Growing Market in the Service Field!



*Make the Most of it!* **SELL and SERVICE**

## Bendix Vacuum Power Equipment

FEATURING HYDROVAC—THE WORLD'S MOST WIDELY USED POWER BRAKE!

There's profit in power braking and the Bendix Vacuum Power Sales and Service Plan puts you right in line to make the most of it. Here is a complete program designed for just one purpose—to help you! It makes power brake work easy as well as profitable. And remember, you sell the world famous Bendix® Hydrovac.\* So, think it over—we're sure you'll agree—the Bendix Vacuum Power franchise means good business any way you look at it.

\*REG. U.S. PAT. OFF.

**Bendix**  
PRODUCTS DIVISION  
**SOUTH BEND**  
**INDIANA**

### ONLY THE BENDIX FRANCHISE GIVES YOU ALL THESE ADVANTAGES—

\* You sell the Bendix Hydrovac, world's most famous and widely used power brake. \* A complete line of vacuum power brakes and other vacuum controlled equipment. \* Compact Bendix Repair and Installation Kits simplify stocking and service work—give you just what you need for every job. \* Under the Bendix Unit Exchange Plan you can build a profitable business repairing vacuum power units in your own shop. \* Bendix simplified service instructions and training aids make it easy for your mechanics to learn vacuum power repair procedures. \* You are backed by Bendix, the greatest name in braking.

These Bendix signs stand for good business and good business relations between factory, dealer and customer.



Canadian Sales: Bendix-Eclipse of Canada, Ltd., Windsor, Ontario, Canada • Export Sales: Bendix International Division, 72 Fifth Avenue, New York 11, N. Y.

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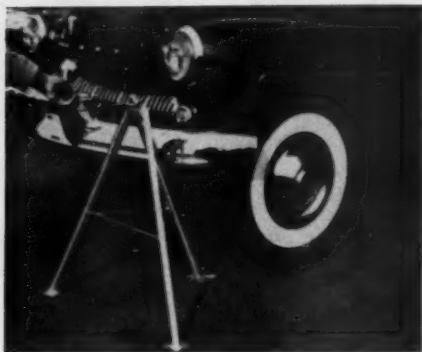
**OTHERS Are Doing It-- WHY Not You???**

**WHAT--** Featuring and selling the Bumper  
Jacks that dominate the market

**UNIVERSAL  
TRIPOD SAF-T-LIFT**

*Safety Unexcelled — Quick Action  
— Simplicity in Operation.*

This Bumper Jack is the sensation of not only the trade, but of the year. It's practically impossible to upset. Anyone can operate it. Sturdily built — rust resisting finish. Easy to store — folds compactly. Ball bearing action. Lifting range 24½". Uneven ground doesn't bother it.



**Retail List ONLY \$9.95**

Volume Sales — Volume Production make this price possible. This year sell a fast turnover Jack — **BUY IT — PUSH IT.** Get the "getting" while the "getting" is good. You get owner acceptance and satisfaction — on this Jack — Cash in.

**ACE-HY UNIVERSAL  
HYDRAULIC BUMPER JACK**

Won't distort, twist or mar bumpers. It's unusual two point contact and swinging hook grips bumper and prevents side-slipping or swaying. **NO OTHERS HAVE IT.** This with the Tripod SAF-T-LIFT gives you a complete hydraulic and mechanical jack line that can't be beat.

**Other Profit Making VULCAN Products**

**NEW Imperial Hydraulic AXLE Jack** with new easy sleeve action and telescoping lift.

**SUPER AIR Cleaner Service Unit** which makes cleaning air cleaners a profitable operation.

**ASK YOUR JOBBER**

If he is out of stock or doesn't carry them — write us for nearest source of supply.

Further details upon request.

**VULCAN MANUFACTURING CO. INC., Winona, Minn.**

# The Merchandising Value and Efficient Operation of **Lincoln** Lubricating Equipment Has Helped Increase My Lube Business Considerably"

Charles R. Johnson  
Shell Service Station  
Compton, Calif.

"Since installing my new Lincoln lubrication equipment, I have increased my business considerably. My Lincoln equipment consists of two Overhead Chassis Reels, two Overhead Gear Oil Reels, and one Wall Battery complete with air lift mechanism.

"After operating a service station for many years and using all types of equipment, I have standardized on Lincoln because of its merchandising value, efficiency in operation, and low maintenance cost.

"My Lubrication Department has been in use several months and I am extremely happy and well satisfied with my decision. The cooperation and service rendered by the Lincoln Engineering Company has been most satisfactory. If I were to purchase lubrication equipment again, I would most certainly consider nothing but Lincoln."

Charles R. Johnson  
Shell Service Station, Compton, Calif.

Increase Your Service Sales and  
Profits With Fast, Convenient,  
Efficient

**Lincoln**

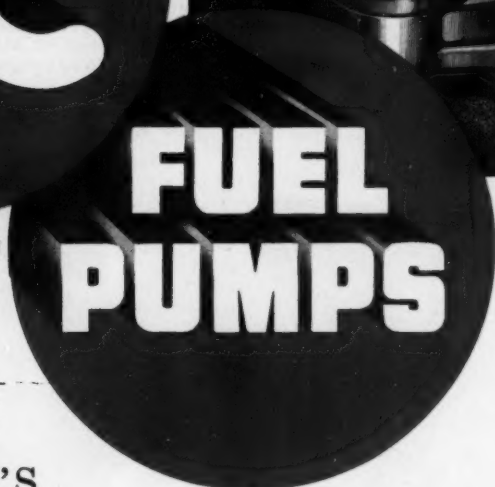
*Styl. Engineered*

## LUBRICATING EQUIPMENT

- BUILDS CUSTOMER CONFIDENCE because of advanced styling. Customers see you're equipped to do expert lubrication.
- ASSURES FAST, EASY OPERATION because of tested, functional engineering. No lost time to cut your profit.
- PROVIDES TROUBLE-FREE SERVICE because of pre-tested construction. Quality-built, inside and out.
- INSURES GUARANTEED, DEPENDABLE PERFORMANCE Proved by more than 25 years' experience.



**LINCOLN ENGINEERING COMPANY**



## AMERICA'S First and Finest...

- Nine out of ten of all American automotive vehicles have been factory-equipped with AC's.
- More than 100,000,000 have been built . . . more than 40,000,000 are in daily use.
- They are the *original* and still the best fuel pumps.
- They are priced right.



### AC FLEXIBLE GASOLINE AND OIL LINES

Also Make-up Kit, complete with 12 feet of hose and variety of fittings.



### AC GASOLINE STRAINERS

Packed in Counter Merchandiser for display and easier sales.



## Original Equipment Leadership . . .

- They are factory-installed on nearly half of all new American cars.
- They have patented *COR-ALOX* Insulator for highest efficiency performance.
- They are built in types and sizes for every gasoline engine.
- They are outstanding in quality and reliability.

**AC**

**SPARK  
PLUGS**



AC Aluvac Oil Filter Element

**AC**

**OIL  
FILTERS**

## Fastest Growing Oil Filter Line . . .

- AC Oil Filters with *Aluvac* Elements are standard factory equipment on Buick, factory-installed accessory on Oldsmobile, and factory-approved for field installation on Chevrolet and Cadillac.
- AC *Aluvac* Elements are also available for most other makes of filters.
- The amazing new AC *Aluvac* Element has 10 times the filtering area of the average element, and traps dirt 1/100,000 of an inch in size.
- They carry the AC name and the AC reputation of foremost quality.

AC SPARK PLUG DIVISION • GENERAL MOTORS CORPORATION



### AC AIR CLEANERS AND ELEMENTS

AC Air Cleaners used as equipment by 80% of car manufacturers.



### AC SPEEDOMETER CABLE-CASING ASSEMBLIES

Also tailor-made cables, or bulk cable and casing, with parts.

# **PERFECT** TRADE MARK King of them All




**PERFECT**
  
TRADE MARK

**WHEEL  
WEIGHTS**



**The wheel weight that  
lives up to its name**

• "U" TYPE—A favorite in the industry. Fits ALL rims having factory trim rings except late model Cadillacs.

• "C" TYPE—The "C" type weight (new style) in six sizes will give most satisfactory results on passenger cars with "K" or "L" type rims.

• "SPECIAL" TYPE—Made for late model Cadillacs with hub caps covering entire wheel. 6 sizes.



**PERFECT EQUIPMENT CORP.**

804 W. Morgan St.

KOKOMO, IND.

P.O. Box 706



Manufacturers of Wheel Weights for Trucks and Passenger Cars

# LaHer

## IN OVERLOAD SPRINGS

LaHer springs are made of the finest material available. They are made in a special way that gives them a life of 100,000 miles or more. They are made in a way that gives them a life of 100,000 miles or more.

LaHer springs are made of the finest material available. They are made in a special way that gives them a life of 100,000 miles or more. They are made in a way that gives them a life of 100,000 miles or more.

LaHer springs are made of the finest material available. They are made in a special way that gives them a life of 100,000 miles or more. They are made in a way that gives them a life of 100,000 miles or more.

LaHer springs are made of the finest material available. They are made in a special way that gives them a life of 100,000 miles or more. They are made in a way that gives them a life of 100,000 miles or more.

The reputation of any firm is largely the composite of what people think of its products, coupled with their experience in fair dealing. In the 40 odd years that LAHER has been making springs, millions of people all over the world have come to know LAHER springs as representing the finest in quality. That reputation is not accidental.

We have learned from experience and profited by our mistakes. We sought out the best brains in metallurgy, chemistry and engineering. We installed the finest spring manufacturing equipment that money would buy.

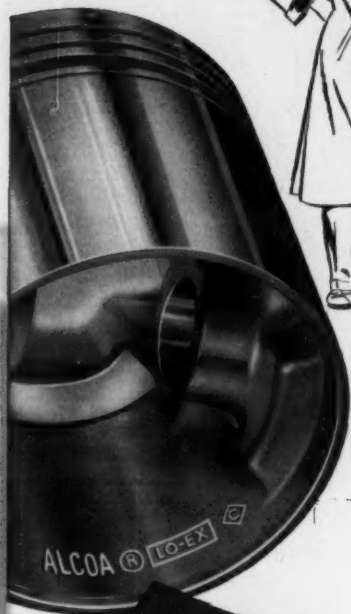
Today, the supreme quality, absolute dependability, and uniformly fine temper of LAHER springs can be credited to the most modern heat treating equipment, automatically electrically controlled; combined with the engineering "know-how" acquired in 43 years of experience.



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 LAHER SPRINGS, INC. 1000 N. 10TH ST. MINNEAPOLIS, MINN. 55412

# SELL *PRE-TESTED* PISTONS!

Piston fatigue test  
setup in Alcoa Development  
Laboratories.



An engine overhaul costs your customer too much to risk faulty pistons. Play safe. Look for the ALCOA Lo-Ex trademark inside. It tells you the piston design has been thoroughly *pre-tested* for strength and fit and performance.

That the alloy is tough, light in weight, low in expansion. That pistons will run cool, deliver full power, save gas and oil.

Always stock aluminum pistons of ALCOA Lo-Ex alloy—precision cast by Alcoa, finished by expert piston makers.

ALUMINUM COMPANY OF AMERICA, 1853C Gulf Building, Pittsburgh 19, Pennsylvania.

**ALCOA  
LO-EX**



## PISTON CASTINGS OF EVERY TYPE



T-Slot



Trans-Slot



Strut



Trunk Type

\*Availability may be limited by military needs for aluminum.

**MORE HAUL PER OVERHAUL!**

# Quality Control



## from Start to Finish

From raw materials to finished products, rigid quality control plays a vitally important part in the manufacture of THOR Batteries. Every material is tested to insure conformity to our high standards. All parts are carefully inspected to make sure of perfection in every detail. Finished batteries from each day's production are thoroughly tested for electrical capacity, cold starting and vibration resistance. This complete control of quality, in one of the most modern laboratories in the industry, is your guarantee of the full capacity, long life and unfailing performance of every THOR Battery you sell. Get the facts on this fast-selling, high quality line . . . N O W ! Write . . .

**PRICE BATTERY CORPORATION**  
**HAMBURG, PA.**

Atlanta, Ga. • Boston (Medford), Mass.





**You can  
beat "Flat-Rate" time  
with  
KENT-MOORE  
SPECIAL SERVICE TOOLS**

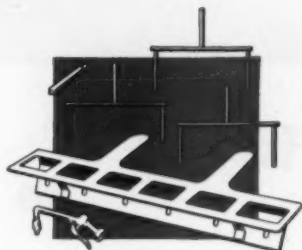


It's a fact! On nearly every major repair job, you run up against a number of important operations that just can't be done efficiently or accurately with ordinary shop tools and equipment. And no matter how you try to get by these operations with improvised makeshift devices, you'll find that nothing can take the place of Kent-Moore Special Service Tools. For you see, Kent-Moore Tools are developed in cooperation with leading car manufacturers to meet essential factory-recommended service requirements. Each tool is designed to perform a specific operation for which no adequate standard tool exists. And each one is built to do its particular job quickly, easily, accurately to assure proper service at a fair "flat-rate" price with positive profits for you.

**Kent-Moore  
ORGANIZATION, INC.**

GENERAL MOTORS BUILDING • DETROIT 2, MICHIGAN

Sales and Service Engineering Representatives in Principal Cities Coast-to-Coast



**CHEVROLET OIL NOZZLE CHECKING TOOL SET**

(J 2130-B)—This Kent-Moore Special Service Tool is designed to permit accurate checking of oil nozzles, dippers and troughs to determine proper clearances, depths and nozzle aim. In accordance with the car manufacturer's specifications, its use is required **every time** the oil pan is removed to assure correct lubrication and proper engine performance. Saves time, saves labor, eliminates errors and needless damage to parts. Applicable to all Chevrolet passenger cars and truck models from 1937 through 1951.

Price: \$25.90 less 5% cash with order  
F. O. B. Jackson, Michigan



ENGINEERS AND MANUFACTURERS OF SPECIAL AUTOMOTIVE SERVICE TOOLS AND EQUIPMENT





**Only Fram offers you  
COMPLETE ENGINE PROTECTION**  
Now, sell famous Fram Filters  
to guard engines at  
every vital point. Seal out  
the deadly abrasives that  
rob miles from engine life  
... remove harmful corro-  
sives formed internally ...  
seal in engine power, per-  
formance and life.

*Sell the new profit-booster in this great line*

## **NEW FRAM** Radiator & Water Cleaner

**At last**, here's complete cooling system protection. It's the fast-selling answer to a major automotive problem. The sensational new Fram Radiator & Water Cleaner guards cooling systems all three ways.

**Inhibits** formation of rust and corrosion. **Softens** the water to stop scale deposits. **Filters** out all harmful particles. And, it's harmless to antifreeze or other radiator chemicals!

**Two models** fit all cars, trucks and buses. Installation is easy as A, B, C. Uses standard heater hose. All other parts and fittings supplied in complete ready-to-install kit. Low-cost cartridge is easily changed for fast replacement profits.

**Unconditionally Guaranteed** as are all famous Fram Filters. Cash in now with the sensational new Fram Radiator & Water Cleaner. See your Distributor and get your share of profits from this vast, new market.

FRAM CORPORATION, Providence 16, R. I.

In Canada: J. C. Adams Co., Ltd., Toronto, Ontario.

### **BUILDING CUSTOMERS FOR YOU...**

Powerful Fram ads on the New Fram Radiator & Water Cleaner will appear in these top consumer magazines...

**LIFE**  
**Post**

**Collier's**

**POPULAR  
SCIENCE**

**Country  
Gentleman**

**FRAM**  
OIL • AIR • FUEL • WATER  
**FILTERS**

# Replacing Buick Rings?



See what this special set will do for you!

**OIL MILEAGE INCREASED**—Flex-Fit oil ring (illustrated) wipes cylinder walls clean—keeps snug, easy contact even if cylinders are worn out-of-round, or "bowlegged" in the middle. Buick's Flex-Fit represents a ring design style which stops oil waste through burning, minimizes scuffing and the blow-by caused by scuffing.

**FITS ALL BUICKS** from 1940 on—Part of a specially engineered 4-ring set. Two tight-seal compression rings, and two clean-wiping oil rings work as a team—each one tailor-made to do its job best.

**FULL TRADE DISCOUNT**—From your regular Buick dealer, as on most Buick parts—and it comes to a nice piece of change!

**TOP QUALITY**—Made to highest specifications, rigidly inspected and fully guaranteed to you. Helps you do the best job in the least time!

**Top compression ring**—beveled to twist slightly, so it seats itself fast, resists flutter, and controls blow-by at high speed.

**Second compression ring**—tough yet flexible, to seat quickly, resist rotation and flutter, help with control of oil.

**Upper oil ring**—two-piece type, designed with scraping edge to give instant sealing action and high oil mileage.

**FLEX-FIT oil ring**—notched for quick-acting flexibility. Follows any shape cylinder wall for clean wipe.

Better work with Buick parts

see your Buick dealer

**COAST  
TO COAST**

# Profits roll in with **ARO**



Whatever your lube department needs—ARO HAS IT to help you PROFIT! ARO puts pace-setting performance and cost-saving features in the complete line—everything you need in modern lube equipment for PROFITABLE service.

See your ARO Jobber.  
**The Aro Equipment Corporation,  
Bryan, Ohio**

Aro Equipment of Canada, Ltd., Toronto, Ont.

**CALIFORNIA.** "Because we saw possibilities of increasing our lubricating business, we installed ARO Overhead Reels," says Andrew L. Pansini, President, Union Square Garage, San Francisco. He reports "no lost motion . . . easier to keep clean while doing our regular 125 lube jobs a day."

**MAINE.** "After 9 months of use we have found that ARO fits our needs and increases profits. Glad we bought ARO," says W. Hazen Jewett, Pres., Jewett-Ford, Lewiston, Maine.



## **ARO**

### **LUBE EQUIPMENT**

Also . . . AIR TOOLS . . . HYDRAULIC EQUIPMENT . . .  
AIRCRAFT PRODUCTS . . . GREASE FITTINGS



The Hirsig organization is made up of a total of 43 men and women trained and experienced in the automotive industry — prepared to render a complete automotive sales service in the South.

33 Hirsig men, located in 17 cities through the South, help jobbers deliver the best possible service to automotive dealers on HIRSIG lines.

Behind this selling organization is a capable and efficient staff located in the Hirsig headquarters office in Jacksonville.



## LAWRENCE M. HIRSIG & CO.

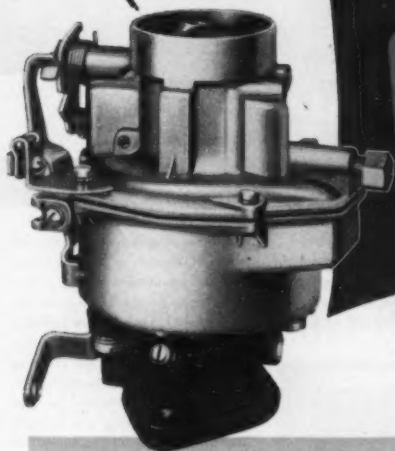
*Manufacturers Direct Representatives*

201  
Hildebrandt Bldg.

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DIVISION OF GENERAL MOTORS CORPORATION, ROCHESTER, NEW YORK

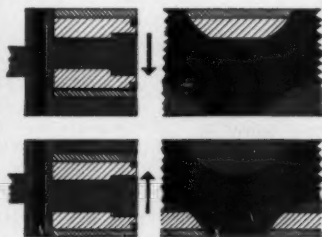
# 1<sup>st</sup>



## LEAK-PROOF OIL RING

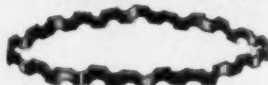
### GREATER OIL CONTROL CAPACITY

Here are two drawings, the two at the left are cross-sections of the ring and expander; the two at the right are straight-on views looking from the inside of the ring and expander to the outside. The red indicates the flow of oil.



A piston ring never stands still while a motor is in operation. On the up stroke of the piston the ring is at the bottom of the ring groove. On the downstroke, the ring is at the top of the ring groove. The oil behind the ring splashes from top to bottom. The arcs cut in the expander behind the Leak-Proof ring are on both top and bottom. Thus there is a greater and clearer flow of oil through the extra wide slots in the ring, through the top and bottom openings in the expander. The result is greater oil control capacity.

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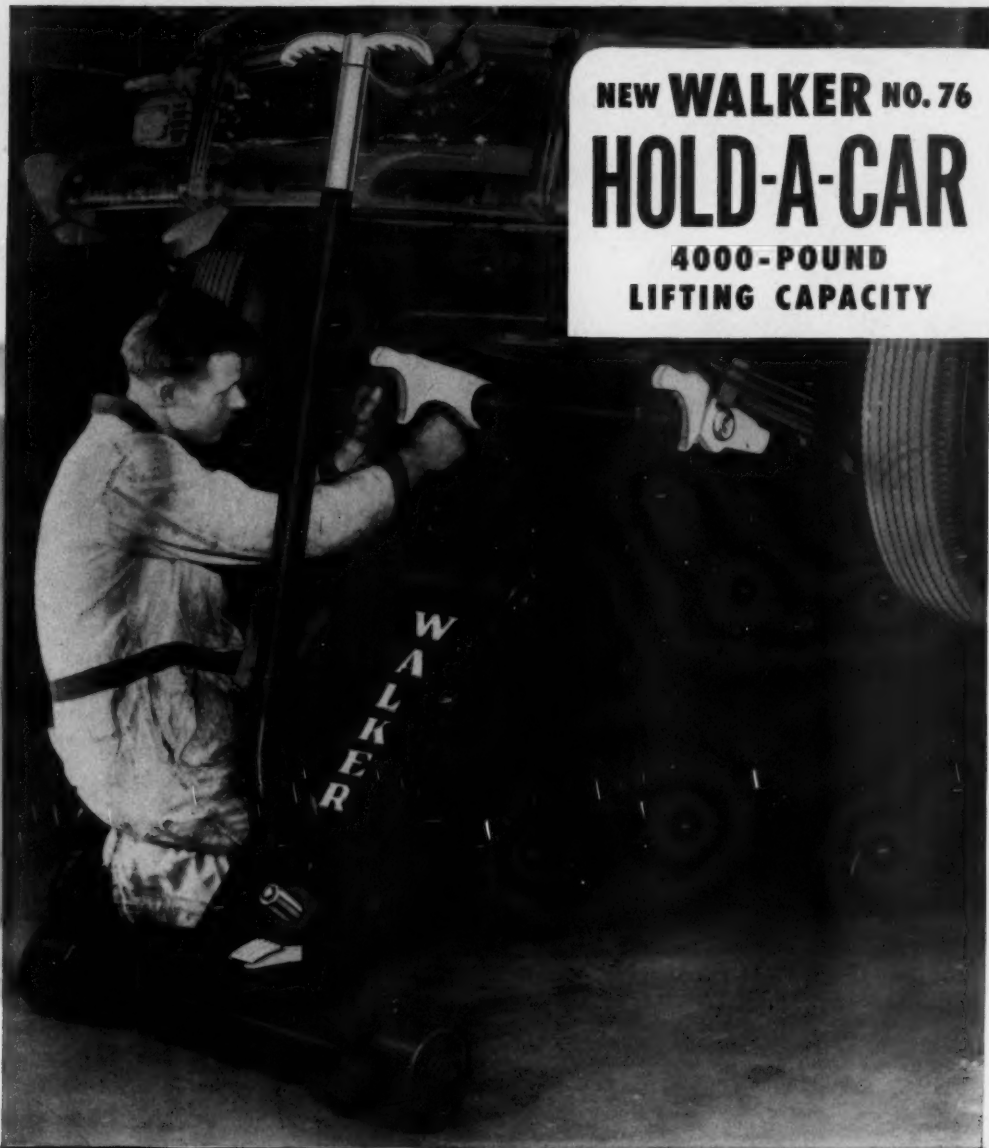
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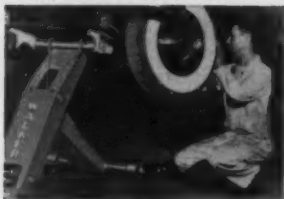
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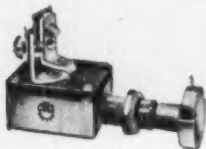
NO. 5558 BAT HANDLE  
TOGGLE SWITCH



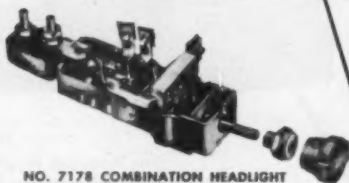
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CONNECTOR



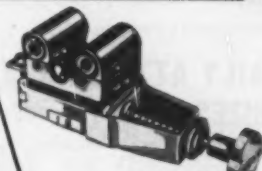
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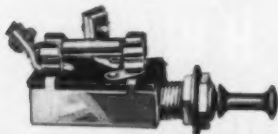
NO. 5007 HEAVY DUTY SWITCH



NO. 7178 COMBINATION HEADLIGHT  
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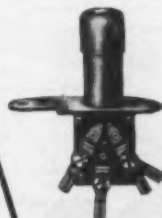
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**APRIL  
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Operators - Mechanics and all Auto-  
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# **SOUTHWEST AUTOMOTIVE SHOW**

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# S-4...

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19 years of leadership  
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All-purpose  
4-ton capacity



Take a look at the best known piece of service equipment in the motor vehicle industry! It's the Blackhawk 4-ton Model S-4 Hydraulic Jack. It's the jack that shop men have rightfully learned to trust more than any other jack on the market.

This brute was years ahead when introduced in 1931. No other jack has ever caught up to it. Blackhawk has continually added outstanding, exclusive refinements... so that today, as before, the S-4 is the best all-purpose jack you can roll onto your floor. Your Blackhawk Jobber will deliver one to you — with full confidence!

**Break Expensive Bottlenecks!  
Equip Each Mechanic  
with His Own Jack**

# BLACKHAWK

• PORTO-POWER • RECK-RACK • JACKS • WRENCHES

SOUTHERN AUTOMOTIVE JOURNAL for MARCH, 1951

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the right size jack... to fit  
each class of service

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**BLACKHAWK MFG. CO.**  
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**Thermoid**  
"Redi-Curv"  
**Radiator Hose**



**Flexible as a Spring!**  
**Curves to Fit Any Car!**  
**Makes Hose Installation a Snap!**

Here's the hose for those hard-to-fit connections! When you see it, try it, install it, you'll wonder why it's never been thought of before!

### Here's what this hose means to You...

- Easier to put on because of tapered ends—installs in less time than curved hose.
- No skinned knuckles.
- Easy to fit lower radiator connections.
- Fewer pieces to stock.
- No cutting—no waste.

### Here's what this hose means to the Car Owner...

- Absorbs motor vibration.
- Prevents radiator damage. Won't pull, strain or break connections.
- Wears longer.



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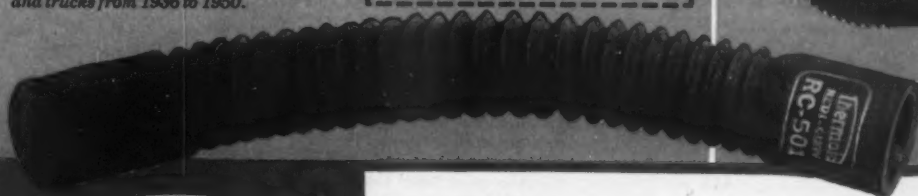
Properly engineered by Thermoid to accurately fit all specified applications.

Specially compounded tube withstands anti-freeze and deterioration from radiator chemicals.

Coiled wire reinforcement adds strength, and flexibility; prevents collapse.

Durable cover withstands aging and cracking.

Would You Like to See a Sample of this New Hose?



# Thermoid

Thermoid Company  
Trenton, New Jersey

THERMOID COMPANY  
Trenton, New Jersey

Yes, I'd like to see a sample of Thermoid's new "Redi-Curv" Hose

MY NAME.....

MY COMPANY.....

ADDRESS.....

CITY.....ZONE.....STATE.....

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The sensational WIX Merchandiser Cabinet is the powerful sales magnet that PULLS filter service profits to you! Everything you need to make these fast, frequent sales is right at your fingertips... a lively stock of WIX Replacement Cartridges—with the great new filtrant WIXITE, Identification Chart to spot the filter on the car you're servicing, Price List and Catalog—ALL in ONE complete, sales-quick unit! Even a shelf for your canned oil. Put this strong selling force to work for you... it draws attention and attracts sales.



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# SOUTHERN AUTOMOTIVE JOURNAL

Covering Automotive Sales and Service

Vol. 31

MARCH, 1951

No. 3

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TOW CRANES



BATTERY CHARGERS



## CONFUSION UNDER ESA CONTROLS

**T**HE PRICE-FREEZE regulation issued on January 26 was no hurriedly prepared document. It had been expected since the upward price spiral started last summer. The agency designated to prepare and administer the regulation was established some six months ago. And in preparation for price control the voluminous annals of OPA were available to the Economic Stabilization Agency.

Yet, the ink was scarcely dry on the Government's price-freeze order before the need of changes and amendments became apparent.

There was, for instance, the obvious need of some relief for those business concerns which had made a conscientious effort to operate in accordance with the voluntary price control program announced by the ESA in mid-December.

That program simply did not work. It could not have been expected to work. There were too many who remembered the difficulties experienced under the OPA, in cases where selling prices were based on inventory cost rather than replacement cost. They were aware, too, that one should follow a consistent policy—that if selling prices are based on replacement costs in a declining market, safety requires the same policy in a rising market.

Accordingly, the price spiral continued merrily upward after December 19. The rate of increase was greater than it had been in the preceding months. Announcement of a voluntary freeze probably added fuel to the inflationary fire, with its apparently clear implication that a mandatory price freeze could be expected soon.

So, as should have been expected, there was widespread confusion as the General Price Ceiling Regulation took effect in late January. One basic reason was explained in the regulation itself, in a reference to the "lag between a change in prices at one level and a corresponding change at the next level of production and distribution."

From the ranks of the retailers, where so frequently it was found that the selling prices on many items were not in line with current replacement costs, came urgent requests to the ESA for relief. Perhaps by the time this comment appears in print, such relief will have been granted.

A similar need for relief was found in some wholesale trades. For instance, one southern wholesaler reported that on approximately 20% of the lines handled, price changes were made effective by suppliers following the voluntary freeze. Others reported that it would be necessary to discontinue some good lines unless selling prices could be revised in line with replacement costs. For as late as mid-February, notices were still coming in of factory price advances effective prior to January 26.

There is, and for some time has been, urgent need for an effective program of stopping or re-

tarding inflation. ESA officials probably are doing about as good a job as could be done with the tools they have. They are apparently trying to give fairly prompt attention to the problems of the retail, wholesale and service trades. And they are to be commended, too, for their frank recognition, in the price-freeze regulation itself, that a price freeze is an attack on the symptoms rather than on the disease—that a price freeze does not end the danger of inflation, and to be effective must

be backed by firm fiscal and credit measures.

It is probably true, as Marriner S. Eccles, member of the Federal Reserve Board, told a congressional committee in late January, that a wage freeze and strict curbs on banking credit would have eliminated the need of any over-all price control. But now we have it, and it will be necessary to do what we can to make it work.

However, there can be no effective curb on inflation so long as government plays to political favorites in price and wage control.

In the Defense Production Act of 1951, which authorizes price and wage control, there is evidence of political pressure in the provisions which now make it impossible to hold down the prices of most farm products. And the wage freeze was immediately followed by an amendment specifically designed to permit of a last-minute wage increase of \$1.60 a day to John L. Lewis' mine workers. Price control just won't work with preferential farm-labor policies.

Meantime, those who feel that socialistic government controls are desirable should take a long look at our difficulties under ESA controls.

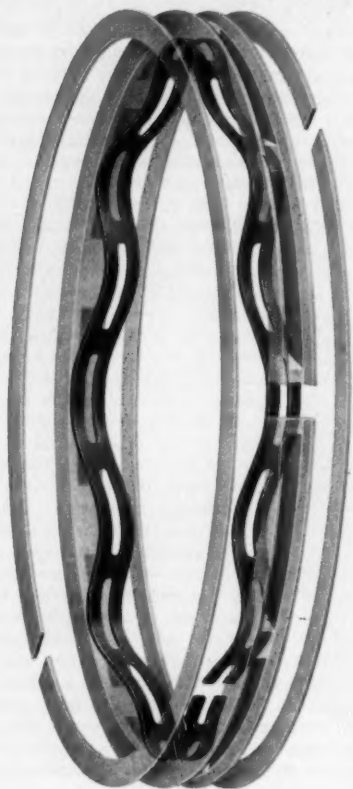


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SEALED POWER CORPORATION, MUSKEGON, MICHIGAN

## Sealed Power Piston Rings

BEST IN NEW CARS!

BEST IN OLD CARS!





# SPOTLIGHTING the NEWS

**Plugging for plugs.** That's what a Southern jobber reported he was doing last month, and it pretty well summarized the parts scarcities which are plaguing more and more car dealers and garagemen. The jobber said his supplier was allocating 2,100 plugs a month to him, compared with a normal sale of 10,000 to 15,000 monthly by this particular jobber. "As far as spark plugs are concerned, we are practically out of business," he commented ruefully.

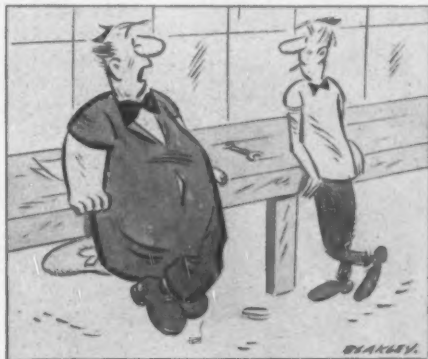
**Just how bad** is this condition? On page 66 is an article based on replies from inquiries mailed last month to 700 dealers and garagemen. The answers showed considerable variation in the degree of shortages, and in a number of cases the replies stated flatly that the firms weren't bothered too much, except sometimes being forced to wait perhaps a week for delivery of scarce parts. But many others listed sheet-metal parts and other items in short supply.

**A, B & C lists** are popping back up now, as dealers handling the lower-priced cars set up some substitutes for the long waiting lists which got them into a lot of hot water shortly after World War II. Said one Southeastern dealer: "We're not asking anybody to apply for a car, but we suspect that after the excise tax is raised from seven to 20 per cent, the chrome gingerbread is taken off and the raise in car prices which the federal government has okayed very recently, we're going to be out looking for buyers, even if car production in 1951 amounts to only 3,750,000, compared with 6,650,000 in 1950." Right now, however, he's marking "A," "B" or "C" applications. The "A" applicants are long-time customers, the "B" applicants are only casual buyers and the "C" lads are the usual percentage who, in times of speculation, leave applications at almost all dealerships of lower-priced cars.

**Spare those salesmen,** if you would be wise. That's the advice of a seasoned car distributor. During an interview this

veteran dealer pointed out that in view of the new-car market trend, it might seem best at first glance to do away with about ten of his 15 car salesmen. "But I've invested a lot of my time—which means the company's money—in training these men out there in the showroom," he explained. "Suppose we can deliver just about every unit that comes in here today as fast as we can make it ready. Do I have any assurance that a month from now something won't happen which might cause us to get in 30 extra units? If it did, where would we be, especially in view of the fact that the higher prices on cars will require a lot more selling on our part, even if production is lowered? Don't get me wrong: I'm not worried about having to sell, but I just want to play it safe and be all set

if we find we've got to sell. You know a lot of dealers jump off first and then think later. That's why we're not going to turn off a single salesman."



"I'm going to quit thinking about a raise. It might lead to something serious like me doing more work to get it."

**Repairs** should be easier to promote, along with appearance reconditioning, in view of the fewer new cars and the higher prices. There's the tip-off for any planning by repair-shop owners. By mid-March the assembly lines apparently will have turned out about 1,500,000 units, counting trucks, but the allocations of materials for defense jobs

may begin crimping the production figures after April 1. Beginning that date, cuts of from 20 to 35 per cent will be made by the federal government in the amount of steel, aluminum and copper that may be used in making automobiles. The alert shop manager who brings that out in his ads and in his conversations with customers may find it a big help in getting across to the customer that his car will be worth more eventually on a trade-in if it has been kept in good condition, inside and out. Aluminum-painted replacement bumpers were showing up already in some retailers' inventories as early as last month, and more less-attractive substitutes are on the way. Maybe, commented one dealer, the public will get so accustomed to the "new" look that the shiny trim on the older cars will soon label them as "old"—and less desirable.

USE

# Grey-Rock

**BALANCED BRAKES**

**BALANCED TRUCKSETS**

*to balance performance with expectations...*



**BALANCED BRAKES**  
for passenger cars

**BALANCED TRUCKSETS**  
for light and medium trucks

Consistently advertised in **POST** and **Country Gentleman**



Only

## Grey-Rock

**makes BALANCED BRAKES and TRUCKSETS**

**GREY-ROCK DIVISION of Raybestos-Manhattan, Inc., MANHEIM, PA.**

RAYBESTOS-MANHATTAN, INC., Manufacturers of Brake Linings • Brake Blocks • Clutch Facings  
Fan Belts • Radiator Hose • Packings • Mechanical Rubber Products • Rubber Covered Equipment  
Asbestos Textiles • Powdered Metal Products • Abrasive and Diamond Wheels • Bowling Balls





The drive-on brake tester (left) helps customers sell themselves. A loose and a tight steering assembly mounted on the same stand is a valuable selling aid also.



## They Specialize ON THE Profitable Jobs

**F**ront-end and brake work at Johnnie & Mack, Miami, Fla., increased over 400 per cent in less than two months when Bill Winkelman went all-out to promote this type of service.

Front-end work, Assistant Manager Winkelman decided, was the mechanical operation that fitted best into the shop picture at Johnnie & Mack, a paint, body and repair plant that has grown from a small shop into one of the South's largest by specializing in production-line techniques. And then he set out to put customer appeal into this type of preventive maintenance, more important than ever in view of cuts in new-car production.

"What," he asked himself,

"would speed up and dramatize the testing and give the customer more confidence and desire to buy the service than a safety-test lane like the Miami police car-inspection test lane, to which local car owners have long been accustomed?"

So he assembled the firm's testing equipment, which was scattered around the shop, adapted some units and bought others. He lined the machines up in the middle of a lot 50 feet square, with a roller-type brake tester, a scuff gauge and a front-end air lift all in line between the entrance and special exit. There is parking space for about a dozen cars on the lot, with room for two vehicles to wait directly behind one being tested.

By Hal M. Newsome

*Bothered by ever-growing problems of overhead? Of course you are! The production-line methods adopted by this shop led to some sizable savings.*

*A department-store technique of playing up one "leader" at "sale" prices has paid well. Figures show how repair orders are now averaging \$20.*



With no backing up and no repair work done on the rack, the cars move forward at the rate of eight to ten an hour. On a typical morning recently, the shop sold eight front-end jobs totaling \$160 in an hour and a half and was all set to go on testing and selling all morning as many jobs as could be turned out during the day.

Morning tests produce 75 per cent more sales than afternoon tests. Cars tested in the afternoon after the workshop has quit accepting jobs for the day are the ones that often don't come back, Winkelman said.

A specially selected and trained mechanic tests the cars that move through the lane. He lists defects on a cardboard form and estimates the cost of repairs on the reverse side. Of all cars tested, about 80 per cent need work and 75 per cent buy service on the spot, averaging \$20 a car.

Extensive newspaper, radio and television promotion of the free testing service, plus alert work by the expert estimators in the paint and body departments, was feeding about 25 cars a day into the test lane after only two months of operation.

"Alignment, at \$2.95 for all models, is a bargain leader, just a little above cost," Winkelman said. "We promote it extensively in our ads, mainly to bring new prospects into the lane and help sell other work. Brakes are re-lined for \$12.50 on all models. This usually takes about an hour, with parts costing us \$3.

"Next to speed-up in testing and our 'one price to all cars' policy, the biggest help in selling

is to be able to guarantee to get all jobs out the same day."

As Winkelman sees it now, the old system of scattered equipment, with combined testing and repairing, imposed a severe handicap on selling to produce volume. With a small amount of irregular work, the parts inventory was not kept up so well and there was a lot of waste motion moving from machine to machine.

"Our two specials, alignment and brake relining, have been reduced from \$6.50 to \$2.95 and from a \$14-18 range to \$12.50, respectively, purely by efficiency of the safety lane in testing and selling a volume of jobs," he said.

"Standardization has set prices on new kingpin jobs at \$18 for 80 per cent of the cars and at \$14 to (Continued on page 106)

JOHNNIE & MACK SAFETY REPORT	
Date _____	
Name _____	
Address _____	
Phone _____	
Make of Car _____	
<b>FRONT WHEEL ALIGNMENT</b>	
TOE-IN _____	KING PINS _____
CASTER _____	CONTROL PINS _____
CAMBER _____	SHOCKS _____
STEER. ADJ. _____	SPRINGS _____
CONTROL ARMS _____	
Remarks _____	
<b>BRAKES</b>	
ADJUSTMENT _____	TUNE DRUMS _____
MASTER CYL. _____	BRAKE HOSES _____
WHEEL CYL. _____	
Remarks _____	
<b>MUFFLER</b>	
MUFFLER _____	EXHAUST PIPE _____
TAIL PIPE _____	BRAKETS _____
Remarks _____	
<b>LIGHTS</b>	
H-BEAM _____	TAIL LITE _____
LOW-BEAM _____	STOP LITE _____
PARKING _____	TURNING LITE _____
Remarks _____	
<b>HORN</b>	
BUTTON _____	BUSHING _____
RELAY _____	WIRING _____
Remarks _____	
<b>WINDSHIELD WIPER</b>	
MOTOR _____	NOSE _____
CONTROL SWITCH _____	BLADES _____
Remarks _____	
Inspector _____	

One of the above forms is filled out for each car. Space for estimates is on the other side. Below: Winkelman (right) watches a mechanic practice sales technique.





# Selling Them More "Shine"

*Fifty per cent less time to apply and 40 per cent more wear is a Georgian's experience with silicone.*

By M. M. Wilcox  
Assistant Editor

A PROCESS that cuts time on a job from 50 to 65 per cent is more welcome than springtime to garage operators and dealers.

If it also has employees whistling like robins, it's a doubly good thing to know about.

And when it helps cars keep a jonquil-fresh appearance through years of use, it's something to think about, even if thoughts inspired by seed catalogs and fishing poles have to wait.

Less labor, greater employee satisfaction and longer car protection are three results of a switch to silicone polish by G. D. Wood, Jr., owner and manager of Wood's Service Station, Atlanta.

Here are Wood's experiences, without frills:

Once a car has been cleaned, finishing with a silicone polish re-



Once the car has been cleaned, it takes G. D. Wood, Jr., just about ten minutes to spray on the silicone polish with the special gun.

Careful cleaning of the car is a "must" for a lasting silicone job. Power buffers do it best.



quires 50 to 65 per cent less time than a wax job.

All employees are glad to pitch in and work on silicone jobs, while many regarded the wax job as a chore to be escaped whenever possible.

Silicone polish will stand up 30 to 40 per cent longer than ordinary waxing, frequently up to twice as long.

"Silicone polish is the most satisfactory polish I've ever used," said Wood, who has been in the automotive service business since the early thirties. "Customers have been well pleased with the results.

"We began using a spray-on polish of this type about six months ago. Now we have discontinued waxing entirely. People wouldn't pay more than \$7.50 for waxing, so it wasn't a profitable operation for us.

"We charge \$9.95 for the silicone polishing and we haven't had a single customer complain about

the switch from waxing. When we polish a car, we put on the extra touches both outside and inside so it will look sparkling clean.

"Using an electric buffer, it takes about an hour to an hour and a half to clean the car before polishing. Spraying takes about ten minutes and wiping off the indicator powder requires about 45 minutes."

As with any other finish treatment, care is necessary for a satisfactory job, Wood has found. The car has to be cleaned thoroughly before the spraying is done. An electric buffer can cut the time for this to an hour or hour and a half, compared with three to four hours for complete hand cleaning.

"If a man rubs a car by hand, he naturally will rub harder in some places than others since he'll begin to get tired, rest a while and go back to work," Wood pointed out. "The job may look

(Continued on page 98)

# It's Different This Time!

By W. S. EDWARDS, JR.  
President, Edwards Motor Co. (Chevrolet), Birmingham, Ala.



SOME stories the customers are telling us sound the same.

Those cars in the back of the shop waiting for parts look familiar.

Sometimes when you listen to the news commentators, you feel you've heard it all before.

But the situation is not like it was during the last emergency. In many ways it's so different that there's no real comparison—at least not for purposes of mapping the days ahead for your business.

Then the change was sudden, and definite. After Pearl Harbor we were "at war." The automotive business as we had known it came to a halt and all-out conversion to war production took place.

After Korea, we found we were "getting ready for war." It may take the United States ten years to build defenses to the desired point, we are told. The civilian economy has been affected, and will be affected more, but there hasn't been a sudden upheaval comparable to the one after Pearl Harbor.

Last time we dealers had a better idea of where we stood, even though the picture was dark. Today the only certainty is uncertainty.

In the last quarter of 1941 we knew approximately what car production would be. A dealer knew, for example, that he would receive 100 cars in October, 75 in November and 50 in December. He could tell how many of these he should deliver and how many he should hold until a greater need arose later.

Today we don't know just what production will be. We don't know how many cars we will be

allotted in the months ahead. All we can do is go ahead selling new and used cars and hope that we are handling car inventories in the right way.

Some people estimate that production this year will be about 4,000,000 units, or half of last year's 8,000,000 record. From the standpoint of profit and nothing else, dealers probably could do as well with the four million as with another eight million, because of the difference in trade-in values. Another eight million vehicles would have swamped the market in some lines and some localities. But, of course, the relation of profit to production is just one phase of the picture.

Certain parts are getting critical again. We have several jobs tied up now while we wait for the necessary parts. It's getting so we won't start on some jobs until we have the parts on hand. That sounds like 1942-47, doesn't it?

But there is one bright spot in

the parts outlook: As car production is reduced, some of the parts that would have been used for original equipment at 1950's production levels may be available for the replacement market.

As to the customer's reactions to the current situation, does this sound familiar:

I was down at the Athletic Club the other day when a fellow I know came up to me and asked about car prices, models, accessories, delivery dates—just about everything you could think of. He appeared to be most interested. We talked quite a while and as he left he said, "I'll be down at your office tomorrow morning."

A little later I was lying under the sun lamp, with my face turned down toward the table. The same fellow came into the room and went through exactly the same conversation with another local Chevrolet dealer. Again his parting words were, "I'll be down at your office tomorrow morning." He hadn't realized who I was, since my face was hidden.

Customers blame dealers for a lot of things they bring on themselves. They always want the best buy in a car, which you can understand. In a seller's market, the best buy is the car they can get. In a buyer's market, it's the cheapest car. But sometimes in their search for the best buy, they aren't loyal to a dealer, to say the least. All dealers had sad experiences with the gray market.

That's why we aren't taking orders for cars this time. We tried taking orders before and had a lot of headaches. And after it was all over we were not able to

(Continued on page 104)

"Here we go again" is heard often these days but for dealers there are vital differences between this emergency and the last one, says the author, Chevrolet dealer in Birmingham for 30 years and NADA secretary in 1947-48.



# PLANS FOR THE FUTURE

By H. C. MUNROE and  
JACK ZEDER

Munroe-Zeder, Inc. (Chrysler-  
Plymouth), Miami, Fla.



In view of the current conditions, what are the thoughts and plans of young dealers who don't have the long years of experience as in the case of the author on the opposite page? H. C. Munroe (left) and Jack Zeder have come a long way from their small service station which they opened five years ago.

**W**HAT are we doing about the war-scarcity picture besides griping?

Well, we aren't really complaining yet because the regulations haven't "jellied" enough for us to know what to complain about. In the meantime, we're like the boy who dropped his chewing gum in the henhouse—we're confused!

We're hoping the price stabilizer will clear up the details in the next month, especially on used cars, as we know many dealers feel there should be some flexible differential on resale prices according to the equipment, accessories and condition. The stabilizer has already shown a promising tendency toward flexibility in adjusting prices in some other lines, and we hope he will put the automotive emphasis on the balance of prices with each other,

and with the cost of doing business.

In February (last month) we were getting about 75 per cent of normal delivery on cars, and while we can't figure over 30 days ahead, we can see that the allowance on the trade-in controls our whole profit ratio—on both new and used cars. If we only move half as many units, later, on almost the same overhead, we will have to try to make twice as much on each unit. If we allow, say, \$200 less on the trade-in, that "ups" the net just enough on both sales.

We are also trying to cut expenses. We have replaced the men drafted out of the shop, and so far there are plenty of older mechanics to take their places—but we haven't replaced one salesman we lost, because we can easily move our allotment without

him. We pay a base sales salary, so this cuts our overhead a little, as well as maintaining the earnings of the other salesmen even with the cut in our allotment.

About 25 per cent of our men are subject to the draft, mostly in the shop. We are collecting addresses of available shop and parts men, and are fortunate there are so many semi-retired men in these lines living partly on pensions in south Florida.

We don't have any magic formula—just common sense and trial and error. Since July, when sales were booming, we have had three abrupt changes in the picture: scare buying, leveling off, more scare buying intensified by the suggested 20 per cent excise tax and indications of long-term cutbacks. While we will try to take care of our regular customers first, we are determined not to make any more "enemies" than we can help. The mistakes of the last sellers' market are still fresh in most dealers' minds, and we are already educating our help this time to remember the long pull: what goes up will some day come down!

On parts we have tried to keep our inventories a year ahead on anything that contains copper, and our average inventory is 25 per cent over last summer. Trim parts are already scarce—anything of chrome, or die cast or

(Continued on page 132)





# The Parts-Shortage Picture

**P**ARTS shortages in some form were hitting 90 per cent of Southern dealerships and garages during February, judging by a survey by SOUTHERN AUTOMOTIVE JOURNAL among 700 firms in 19 states. This compared with 72 per cent that reported shortages during a similar survey last November.

The most acute shortages were in sheet metal and chrome parts, including grilles and bumpers. Shops were turning to every source, including junk yards, to meet this need and in some cases were doing extensive hammering out and patching as well.

"We took in seven wrecks to repair a 1951 Pontiac wreck and finally repaired the car with one-half used parts," reported a dealer in South Carolina.

A Dodge dealer in a large Southeastern city told, without enthusiasm, of receiving a shipment of replacement bumpers. They were finished with aluminum paint instead of chrome.

"If the manufacturers would make more sheet-metal parts and cut down on some other parts not so essential or in such demand, we could take care of 90 per cent of the customers' complaints," said M. L. Hurst, parts manager of Carpenter's Inc. (Chevrolet), Durham, N. C.

While all Southern dealers and garage operators might not agree with Hurst on just how many customers could be made happy by body parts, most would agree with him in recognizing body parts as the chief problem. No general shortage of any single me-

## A Reader Survey

chanical part was reported to the same degree as sheet metal and trim, the survey showed. There were, however, numerous scattered shortages of different parts and some accessories, including heaters.

Here is a tabulation of parts reported in short supply during February by firms returning the questionnaire:

Part	% Reporting Shortage
Sheet metal	73%
Chrome parts, including grilles and bumpers	51%
Transmission parts	21%
Mufflers	15%
Tailpipes	15%
Gaskets	6%
Differential parts	6%
Gears	5%
Bearings	5%
Spark plugs	5%

Other parts mentioned in scattered instances included: brake cylinders, engine blocks, cable and wire, new motors, sleeves, electrical parts, heaters, water pumps, valves, tires and tubes, parts for late models, fuel pumps, copper tubing, batteries, pistons, universal joints, radiators, regulators, tie-rod ends, bolts and nuts.

About two thirds of the shops reported that at the time of the survey some jobs were tied up because of lack of parts. Estimates of the value of these jobs ranged from \$15 to \$3,000.

Their estimates tabulated as

follows for work held up:

Value of work held up	% Reporting
None	34%
Under \$100	5%
\$100-250	10%
\$250-500	3%
\$500-1,000	25%
\$1,000-2,000	18%
\$2,000-3,000	3%

"The parts shortage caused by the Korean War has not seriously affected us in dollars-and-cents figures," summed up David Haymes, H. L. Sparks Motors (Chrysler-Plymouth), Cushing, Okla. "We have found that although parts are not as plentiful as could be desired, they are available if one spends enough time looking for these items. This in itself can run into large freight and phone bills. This is the way it affects us in dollars and cents."

About 85 per cent of those returning the questionnaires felt that the parts situation was worse than it was in November. But the replies indicated that they were calmer about it than when the first shortages appeared some months ago. They were ordering from all available sources, repairing instead of replacing, and waiting. They hope for improvement when the national economy becomes better adjusted to defense output. As new-car production is reduced, some of the parts that might otherwise have been original equipment may become available to the replacement market.

"It seems to us that if we could have a definite policy in regard to supply, we would not have to hedge against shortages. If this were true, present supply would spread better and let everyone have a better balanced stock," commented W. C. Lanier, Brown Chevrolet Co., Alamo, Tenn.

"Except in cases of known critical materials, such as tires, tubes and copper tubing, I believe that most shortages are due to hoarding rather than actual production breakdown," said Jack Kirschbaum, The Gremlin Garage, Miami, Fla. "There seems no answer to the problem, human nature being what it is. People tend toward

(Continued on page 166)

## The Questions Asked

The four questions asked in this survey were:

- 1.—Specifically, what parts are acutely short?
- 2.—Do you find this situation being relieved or is it worse than last November?
- 3.—What are you doing to take care of this situation?
- 4.—At this very moment how much dollar volume would you estimate to be represented in jobs held up in your shop because of unavailable parts?

# As Manufacturers

## See the Future

**I**NDEPENDENT garagemen and car dealers who are having their troubles rounding up replacement parts might be comforted to learn how much company their "misery" has, if they could but hear what the manufacturers of these parts are saying.

It was with this thought in mind that the editors of SOUTHERN AUTOMOTIVE JOURNAL asked a number of suppliers (by no means all of them!) to comment, in spite of the recognized uncertainties. Here are "sample" replies, which were received by Feb. 20:

C. S. Peden, sales manager, Echlin Manufacturing Co., New Haven, Conn. — "Our suppliers are giving us all of the raw material we are allowed to use under NPA (National Production Authority) limitations. Limitation orders require a further curtailment of production, March to June. Voltage regulators, dimmer switches and coil inventories already seem to be low at all levels of distribution.

### Maybe Easter After July 1

"No doubt needs will be met by the industry when a controlled materials plan becomes effective, which we believe is planned for about July 1."

H. R. Butts, sales manager, Merchandising Division, The Electric Auto-Lite Co., Toledo, Ohio — "Unit production for the period beginning March 1 through June 30 is still uncertain due to the lack, or rather assurance of raw materials affecting items made of copper, steel, nickel, rubber, etc., such as spark plugs, wire and cable, and sealed-beam units.

"A manufacturer such as Auto-Lite, who uses tremendous quantities of such critical materials in making 400 automotive items, is faced with a real problem in today's market of all colors—white, gray and black. One of our major responsibilities is to keep the production lines of car manufacturers going by supplying 50 or 60 different products, and this we have been able to do fairly well, and at the same time supply the replacement market with 30 per

cent more material in 1950 than was required in 1949.

"Eliminating serious setbacks in the period March 1 to June 30, 1951, we should produce more units than in the first quarter. However, this will depend largely upon demands for defense material. The outlook for the remaining six months of 1951 indicates stepped-up requirements in the replacement field, but assurance of this would be merely a guess at this time.

"Outside of the statements above, I feel the replacement market in 1951 should at least be prepared for diminishing supplies in material embodying critical materials such as copper, nickel, steel, zinc, manganese, etc. Only a slow-up in defense lines and stock curtailment in a number of commodities can change this conclusion.

"The production-limiting factors facing our company today are

## UNITED STATES DEPARTMENT OF COMMERCE

REPLACEMENT DIVISION, WASHINGTON, D. C.

National Production Authority

Oilman 4466

For Immediate Release  
Tuesday, February 13, 1951

NPA 267

Members of the Automotive Replacement Parts Manufacturers Industry Advisory Committee today requested that the National Production Authority, U. S. Department of Commerce, consider exempting the industry from materials conservation orders because of the essentiality of the industry to the defense program and the civilian economy.

Stressing the importance of replacement parts to the nation's transportation system, members asked that distinction be made between new and replacement automotive parts. They stated that without uninterrupted adequate replacement (repair) supplies, buses, trucks and civilian automobiles essential to the nation's economy would wear out and become immobilized.

NPA officials informed the committee that provision will be made for overall maintenance, repair and operating supplies needed to keep industrial and public transport running. In addition, they said it is the intent of NPA that a Controlled Materials Plan now being developed will provide for establishment of a claimant agency for MRO materials needed in the civilian economy.

A task group appointed by NPA at a previous meeting presented findings estimating that 1951 overall tonnage requirements for replacement parts for civilian vehicles will be about 112 percent of the estimated 1950 figure of 2,276,946 tons of all materials which include steel, copper, aluminum, rubber, and other materials. This would amount to some 2,552,442 tons of raw materials to keep an estimated 46,986,591 vehicles in operation in 1951, they said. Members pointed out that this represents an increase of more than 250 percent of the 1941 materials requirements of 900,946 tons gross weight.

The committee noted that of an estimated 35,921,941 passenger cars on the road at the end of 1950 about 19,681,990—or 55 percent—were more than five years old. They added that of the other 45 percent—16,041,081 built after 1946—many were approaching the age where they would need repairs to keep running. The situation is a little better in regard to trucks they said, since 53 percent of the 7,566,650 total on the road in 1950 were manufactured since the end of World War II.

There's growing pressure to convince Uncle Sam that a defense-minded America must ride—not walk—to do the job that's ahead.

not production facilities but rather raw materials. We feel our position in obtaining raw materials is comparable to anyone in the industry, but even the acquisition of materials would strain production facilities or perhaps render them inadequate to meet the demands of inflated times.

"Our hope in 1951 is to produce slightly more finished products than we did in 1950, and if buying at jobber and dealer levels is confined to actual need, we believe most manufacturers in the automotive replacement business will produce adequate supplies."

C. E. Niehoff, president, C. E. Niehoff & Co., Chicago, Ill. — "The ignition line must necessarily be broken down in at least seven or more categories of critical materials required, and since the government is issuing control orders applying to most of the critical

(Continued on page 110)

**Says this veteran  
Service manager:**

## **We Need "Fixers"— Not "Replacers"**

The author, withholding his name for apparent reasons, called this: "The Thoughts of a Service Manager About This Present National Emergency."



**W**E HAVE been through two of these and thought they were enough for us.

Yet, here we are facing another one and we certainly don't view it with any degree of pleasure. However, our past experience, we know, will help carry us through this one and enable us to do a better job than before.

It's going to be rough "keeping 'em rolling." We wish we had more mechanics and less "parts changers" in our shop. (Bet you feel the same.) In fact, we wonder what the "parts changers" are going to do when there are no parts

to change. Unless we train them quickly I imagine they will be looking for a defense job. Some of them have been exposed long enough to have become real mechanics, but they evidently had no desire.

The shop man who can "fix" instead of "replace" is the one we want in our shop.

Speaking of "fixing," we have already experienced the shortage of some parts and some of our boys have displayed real ability in making the old practically as good as new.

Parts are going to get a mighty

lot scarcer before they come back in ample supply, just in case I have to tell you.

There is quite a training job ahead of us! The man in the shop must learn that regulators can be repaired (Really, the points can be cleaned!)—resistors and winding can be replaced, air gap adjusted and many minor defects corrected so the unit will give good service.

With a little extra time, generator and starter armature shorts, grounds and open circuits can be located and corrected. Field coils can be replaced or repaired. Distributor contact points don't have to be discarded just because they are slightly dirty or pitted. Cleaning, filing and re-adjustment will assure good service.

Clutch disc can be relined. Clutch pressure plates can be resurfaced and function as good as new.

Ball bearings are not defective because they feel rough due to a small piece of sand or grit. Given a thorough cleaning and lubricating, they will give many miles of service.

New bushing can be made on the shop lathe, or an old bushing shimmed for further satisfactory service.

Spark plugs have been known to operate beyond 10,000 miles.

We can save all old parts and be agreeably surprised at the number of complete serviceable units that can be built up.

### **A Word to "Management"**

To the owners of repair shops, this service manager says:

- 1.—"The estimated 30 per cent curtailment of production will have its effect on dealer income and will require a readjustment of expenses. To offset the loss caused by this reduction, the dealer should give more thought to parts and service. Capital which normally would be put into new car or truck inventory should be put into parts. A great portion of our responsibility rests upon the parts manager. He should increase his inventory as much as capital and facilities will allow.
- 2.—"Shop-equipment inventory should be thoroughly examined to determine the need for machines and tools to rebuild old parts which cannot be replaced with new parts.
- 3.—"A careful study of personnel should be made to make sure that the person best fitted to a particular job is placed on that job.

"Yes, the responsibility is great, and only through the best efforts of all of us will we be able to discharge it."

# Safety Is Y O U R Business

Presented by an expert here are: What the traffic tolls cost the South in 1950 and a clear argument why you should join in the newest safety movement.

By M. R. DARLINGTON, JR.  
Managing Director, Inter-Industry Highway Safety Committee

AS our defense mobilization is stepped up, the motor vehicle will play an increasingly important role in meeting our military and civilian needs.

"Careless use" of vehicles will

...make **MAY** your biggest



**Safety-Check**  
**MONTH**




good drivers  
drive safe cars



car  
accidents

 In cooperation with the National Safety Council

**YOUR NAME in this space**

If you read this entire article, you may find it difficult to deny that safety is really your business—good business, too. The illustrations are examples of two of the promotional pieces available to you for the safety campaign in May. Pictured below is the author, who has covered statistically what has been happening on our highways and how every automotive man can fit himself into the picture in a manner which will benefit his town and his own particular firm.

rob us of badly-needed manpower and tend to restrict or discourage maximum vehicle use. This latter point is important to all connected with automotive transportation, since the continuing success of your business depends on mileage or use of the vehicle.

You might well ask, "What do we have to worry about—we traveled an all-time high of 456 billion vehicle miles last year." It is true we drove more miles last year, but we also had more vehicles in which to do it. The important point to consider is that use of the average vehicle did not increase correspondingly. To be specific, the average car is in use approximately 500 hours per year. In other words, it is in motion only 21 days and at rest 344.

Why hasn't use of the average vehicle increased more when you

consider its important role in the every-day life of millions of Americans? Because accidents, congestion, delays, inconveniences and lack of adequate parking facilities tend to discourage motor-vehicle use. We are not making

it easy or convenient for customers to take advantage of and use to the fullest extent their own individualized transportation. This means your business and your pocketbook are adversely affected.

## The Size of the Problem

Careless use of cars, trucks and buses during 1950 caused more than 15,000,000 traffic accidents. These accidents resulted in 35,000 fatalities—an increase of 11 per cent over 1949 and the highest number of deaths since 1941.

In addition to this unnecessary loss of life and waste of manpower, there were 1,225,000 injuries, of which 125,000 were permanent. The price of this carelessness will amount to three billion 300 million dollars, representing an acci-

(Continued on page 118)





# Crankcase Oil Is His Fuel!

*A special adaptation to this furnace cost \$500, but use of the reclaimed drains is saving around \$450 annually on heating cost.*

**F**ILTERING burned-out crankcase oil for use in its furnace is expected to save Pontiac Master Auto Service, Augusta, Ga., approximately \$450 a year—almost the total cost of fuel to keep its year-old building at a comfortable, thermostatically-controlled temperature during the winter.

Special impact-expansion method of pressure atomization—made necessary by the greater viscosity of the reclaimed fuel—and a few minor changes added approximately \$500 over the cost of installing a plant using conventional fuel oil.

Records maintained since the building was completed last March indicate that 2,800 to 3,500 gallons of oil annually will

be dumped into a 55-gallon drum which has two filter screens. Sludge and other foreign matter will account for about a fifth of this gallonage, leaving 2,300 to 2,800 gallons for storage in the three 1,000-gallon tanks placed under a parking lot outside that portion of the building in which the twin furnaces are situated.

Assuming that 3,000 gallons of usable oil is reclaimed, this would be a saving of \$450 a year, figuring the cost of buying regular fuel oil at 15 cents a gallon. The price ranges from 14 to 15 cents at Augusta.

Partner Walter Schlapp pointed out that while the severity of winters varies widely, as shown in the last two years, his best esti-

mate is that the furnace will require from 3,000 to 3,500 gallons a year. The figures in the preceding paragraph, he explained, indicate how his firm estimates that the cost of the required special adaptations will be paid almost by the first year of use.

"Our entire heating plant, including hot-water pipes placed in the flooring, cost \$6,800, plus \$2,000 for insulating the roof," he said.

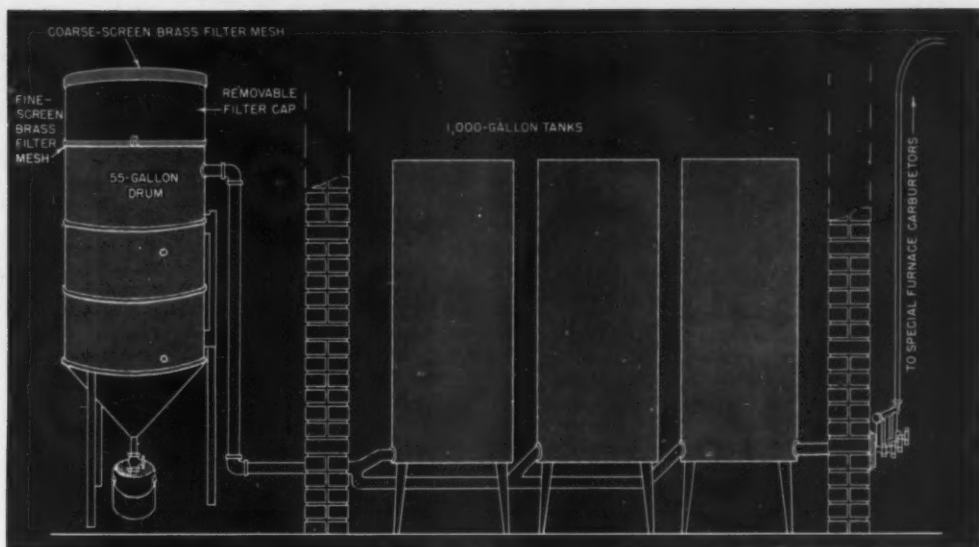
"Let's assume that our oil-bill savings amount to \$450 a year. In 20 years, as you can see, our entire heating plant will have been paid for by this set-up—paid by using old crankcase oil that is so often considered a nuisance by service shops.

As mechanics C. B. Langley and James Tennison pour old oil into the filter-capped drum, the designer of this innovation, Douglas Cone (left), and Pontiac Dealer Walter Schlapp look on.

Schlapp's partner, W. L. Schafer, points to the special carburetors designed to atomize the heavier fuel in the dual furnaces. Note where oil comes in from storage tanks at bottom left.







This drawing, simplified, shows the oil flow. The tanks actually are buried under an outside parking lot.

"During this past winter we have had some really cold days, and they gave us our first chance to test the efficiency of the plant. The crankcase oil ran smoothly through the special carburetors without a hitch. We're well pleased with this system."

During what might be termed a week of fairly normal cold weather, he said, the furnace will use 250 gallons. Twelve such weeks would require approximately 3,000 gallons.

The lube men will average ten oil changes for each of the six working days, at an average of four quarts a change. This, Schlapp pointed out, would amount to 60 gallons a week, or 3,120 gallons a year. From these figures, a deduction of 20 per cent might be made for impurities. But as drivers become more and more careful about periodic oil changes, and since the big H-bomb plant nearby is going to mean more business for all firms in Augusta, the dealer figured that his drains would run definitely higher during the months ahead. In addition, Hydra-Matic fluid drains can be included for this use, but not the transmission or differential grease or solvents used in cleaning parts, etc., as they are either too heavy or too volatile. City fire ordinances prohibit the latter, too.

The lube men accumulate the drains in containers kept adjacent to their racks. Several times a week they pour the oil into the drum through the 15-inch "cap" containing first a coarse-screen brass mesh wire filter and below that a fine-screen brass mesh filter. Foreign matter is drawn off

by a large valve at the bottom of the tank. The reclaimed oil then flows by gravity to the tanks buried under the parking lot outside.

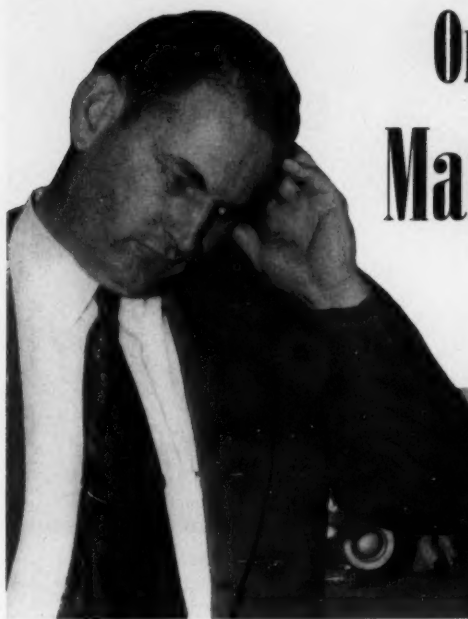
The filter system was worked out by Douglas Cone, a heating and air-conditioning expert of  
(Continued on page 118)

"Always some drawback! Tell me, Dad, will I ever see that Utopia where there will be plenty of cars and plenty of people with plenty of money to buy them?"



# One Answer to the Manpower Problem

*My plan for meeting labor shortages considers the men's interests also.*



JOHN Crankshaft, one of my mechanics, comes into the office and tells me:

"Mr. Howard, I know where I can get a job in a defense plant in another city where I can make \$10 more a week. I thought I ought to tell you why it looks like I'll have to leave you. You know we all are in business to make money and I think I owe it to the family to make as good pay as I can get."

Well, my fellow garagemen, that may not be happening in so many places yet, but the time's coming. There are going to be a lot of John Crankshafts with those temptations and if we aren't ready for that time, we may have to dust off the old coveralls and try them on for size—for size on our own bodies where they used to hang!

What's going to be the answer when we come up face-to-face with the manpower problem instead of reading in the morning paper that we can expect it to hit us?

Well, my answer—as best as I have been able to work out at this stage—is going to be something like this:

"John, you have made me a pretty good man and I hate to

By JOHN C. HOWARD

Owner, Howard's Garage  
Savannah, Ga.

hear that you'll be leaving us. You're right when you say we're all in the business to make what money we can honestly.

"You know, John, these defense plants won't be operating always. Wars come and go, and with them often come and go what look like good jobs. But the man who answers every new call of a few more dollars can easily get the reputation of a floater and jumping from job to job often means that the man is not adding much in the way of experience along a specific line. The total result is that the man's own security—a security based on past performance—is not as steady.

"You know, too, that there's considerable cost in moving to another city. Costs of living in a war-plant area are apt to be higher. Living conditions may not be as pleasant for your wife and children. Moving children into another school—one that is overcrowded because of the sudden increase in population near a war plant—may not be the best thing.

"Think it over, John, and if you think you'd like to try me

out on what I've said, then maybe we can get the ante up a little on your pay. I want you to stick around, and if you think, after talking with your wife, that I may have something in what I say, then come back in and we'll do something about meeting, maybe half-way, the difference in pay that has attracted you."

Of course, I don't know that this would stop every one of the ten men in the shop. But I do feel that a lot of men in a lot of shops would also be concerned about the higher cost of living around war-boom areas and about the housing shortage that is usually found in those places.

The present war picture will likely take away into uniform some of the force. My answer there—an answer that will have to be revised, doubtless, as new developments appear—is to try to hold together a pretty good labor force around two key men who aren't likely to be drafted.

One of these men didn't serve in the last war because several of his fingers had been amputated. He is a general-line mechanic. The other man is my body and paint man whose foot was shot up in the last war and he'll probably

*(Continued on page 124)*





# NEWS BRIEFS *of the*

## Trailmobile Opens Houston Branch

**E**STABLISHMENT of a factory branch at Houston, Texas, and appointment of branch managers at two other Southern branches have been announced by William A. Burns, Jr., vice-president of The Trailmobile Co., Cincinnati.

John E. Parobek, formerly in the sales management department in Cincinnati, heads the Houston branch. Thomas Peacock, formerly manager of the sub-branch in Greensboro, N. C., has been appointed manager at Charlotte, N. C. Robert S. Sawyer, formerly resident salesman at Amarillo, Texas, has been named to head the Oklahoma City branch.

## Petersburg-Hopewell Group Elects Myers President

**C**ARTER Myers of Petersburg Motor Co., Petersburg, Va., has been elected president of the Petersburg-Hopewell Automobile Dealers Association. Happy Kirkland of Kirkland Auto Service, Petersburg, is vice-president and

Howard Clayton of Clayton Oldsmobile, Inc., Petersburg, is secretary-treasurer.

Directors include Sidney Cotten and Fred Beck, both of Petersburg.

## Three Southerners Win Westinghouse Prizes

**T**HREE Southerners won \$100 prizes in the nationwide safety contest conducted by the Westinghouse Lamp Division among service stations, garages and automotive supply stores, during recent weeks.

They are: Austin Kendall, Daves Sunoco Station, Jacksonville, Fla.; J. M. Polunsky, Standard Parts Co., San Antonio, Texas, and W. C. Riddle, Riddle Service Station, Lockhart, Texas.

## Gaines Buys S. C. Company

Eddie Gaines has purchased the interest of H. O. Setzer in Gaines-Setzer Motor Co. at Spartanburg, S. C. The dealership is now operating under the name of Eddie Gaines, "Your Friendly Studebaker Dealer."



This rubber and fabric belt with teeth, known as the Gilmer timing belt, has been tested in fan-belt service by two automotive manufacturers and found to wear two to five times longer than V-belts, according to United States Rubber Co., the manufacturer. In automotive camshafts it has successfully completed more than 100,000 test miles of service without failure or retiming, the firm reported. Among the other successful test applications are gasoline pumps.

## Packard to Build Navy Diesels

**G**OVERNMENT contracts totaling \$20,000,000 for a series of Packard-designed diesel engines and associated parts for the Navy Bureau of Ships have been announced by Hugh J. Ferry, president of Packard Motor Car Co.

The engines will have six, eight, 12 and 16 cylinders, with horsepower ratings ranging up to 800 horsepower for the 16-cylinder model. The company is "tooling up its manufacturing facilities for early production," Ferry said.

## Watson Dies in Houston

Peter A. Watson, former Southeastern zone manager for Chevrolet at Atlanta, died last month in Houston, Texas. He was 52. Burial was at Beeville, Texas, where he had a dealership.

Louis Henna of Round Rock, Texas, is back in the running as the owner of the "world's largest road sign." His claim was long-standing until a tornado knocked down his sign in 1949. This one, even bigger, measures 47 by 107 feet, with 5,029 square feet of display space.





# AUTOMOTIVE INDUSTRY



Hitchhiking mermaids were not part of the schedule when U. S. Army Ordnance and Reo Motors, Inc., set out to test the "Eager Beaver" 2½-ton truck under the clear waters of Rainbow Springs, Fla. But the addition of two passengers didn't slow the vehicle a



hit in pulling out of 11-foot water onto dry land again. Note the high-water mark on the "snorkel" air-intake tube. Other tube is the "snorter" exhaust. The truck was driven below the surface for periods ranging up to four hours at a time, Reo reported.

## Here Is the Full Address Of Your ESA Office

FOR the benefit of representatives of firms who wish to take up price-freeze problems with the nearest office of the Economic Stabilization Agency, here are the addresses of regional and district offices:

**Region IV (Maryland, North Carolina, Virginia, West Virginia, District of Columbia)**—Office: Richmond, Va., 900 North Lombardy St. District offices: Charleston, W. Va., 601 Virginia St., East; Charlotte, N. C., 500 West Trade St.; Baltimore, Md., 103 South Gay St.; District of Columbia, 310 Sixth St., N.W.

**Region V (Alabama, Florida, Georgia, Mississippi, South Carolina, Tennessee)**—Office: Atlanta, Ga., 114 Marietta St., N.W. District offices: Columbia, S. C., 1313 Main St.; Memphis, Tenn., Marx & Bensdorf Building; Jackson, Miss., 407 West Capitol St.; Birmingham, Ala., 1814 Second Ave.; Jacksonville, Fla., 221 West Adams St.

**Region VI (Kentucky, Michi-**

**gan, Ohio)**—Office: Cleveland, Ohio, 1901 East Thirteenth St. District offices: Cincinnati, Ohio, 37-41 West Seventh St.; Detroit, Mich., Book Tower; Louisville, Ky., 307 South Fifth Ave.

**Region IX (Iowa, Kansas, Missouri, Nebraska)**—Office: Kansas City, Mo., 112 Ninth St. District offices: St. Louis, Mo., 314 North Broadway; Omaha, Neb., 1516 Harney St.; Des Moines, Iowa, 418 Seventh St.; Wichita, Kan., 3234 East Douglas St.

**Region X (Louisiana, Oklahoma, Arkansas, Texas)**—Office: Dallas, Texas, 3306 Main St. District offices: Little Rock, Ark., 555 Building; Houston, Texas, 510 LaBanc St.; New Orleans, La., Standard Oil Building; Oklahoma City, Okla., 322 North Robinson St.

## Louisianans Meet April 2-3

The annual convention of the Louisiana Automobile Dealers Association will be held at the Hotel Roosevelt, New Orleans, April 2-3, it has been announced by John O. Hofbauer, manager.

## Buick Gets Its Largest Defense Contract

THE largest single defense contract Buick has ever received, designating the division as a prime contractor to produce the British-designed J65 Sapphire jet engine for use in American fighter planes, was awarded last month, according to Ivan L. Wiles, general manager of the division and vice-president of General Motors.

Production is expected to start early next year. The engine will be used in the Republic F-84F Thunderjets. General Motors has a contract for building Thunderjets at the BOP assembly plant in Kansas City, as it had been announced earlier.

## Packard Alters Refill Time

The Ultramatic drive unit on Packards should be drained and refilled every 25,000 miles instead of every 15,000 miles, as previously recommended, according to the 1951 owner's guide recently issued by Packard Motor Car Co.





About 75,000 were expected to view the Miami Automobile Show, according to press-time estimates.

## Throngs See '51 Cars At Big Miami Show

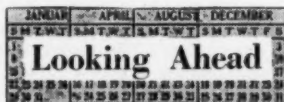
CARRYING out the theme "Conservation of Transportation," the Miami (Fla.) Automobile Show seemed all set to hit a new attendance mark, according to reports at press time. Mayor William Wolfarth predicted an attendance of 75,000, about 25,000 more than the 1950 show. The show was open daily Feb. 21 through Feb. 27.

About 150 cars were on display, including both American and foreign makes. Cut-away mechanical exhibits also attracted attention of visitors.

Each car manufacturer had a service-department expert on hand to answer questions and give advice on prolonging the life of cars, Jack Zeder, chairman of the show committee, reported. A display of service-department equipment also carried out this theme.

The Miami Police Department maintained a booth to test drivers' reaction time so they would know how to make allowances for their weak points and drive more safely.

Ray Chamberlain was manager of the show. E. E. Price is president of the Miami Automobile Dealers Association, which sponsored the exhibit at Dinner Key Auditorium.



March 21-22—Spring session of Virginias-Carolinas Automotive Wholesalers Association, O. Henry Hotel, Greensboro, N. C.

March 21-22—Regional conference of Automotive Electric Association, Adolphus Hotel, Dallas, Texas.

April 2-3—Annual convention of the Louisiana Automobile Dealers Association, Roosevelt Hotel, New Orleans.

April 9-10—Regional meeting of Automotive Electric Association, Biltmore Hotel, Atlanta.

April 15-16—Spring meeting of Automotive Wholesalers' Association of Alabama, Jefferson Davis Hotel, Montgomery.

April 24-25—Spring meeting of Southwestern Automotive Wholesalers Association, Oklahoma City, Okla.

April 26-29—Ninth annual Southwest Automotive Show, Municipal Auditorium, Oklahoma City, Okla.

May 7-9—Annual convention of Automotive Engine Rebuilders Association, Hotel Sherman, Chicago, Ill.

May 10-13—Southeast Automotive Show, Lakewood Park, Atlanta, Ga.

May 13-16—Annual convention of North Carolina Automobile Dealers Association, Carolina Hotel, Pinehurst, N. C.

May 14-15—Annual convention of Missouri Automobile Dealers Association, St. Louis, Mo.

Sept. 16-18—Annual convention of Kentucky Automobile Deal-

ers Association, Kentucky Dam Village State Park, Gilbertsville, Ky.

Oct. 14-16—Annual convention of Tennessee Automotive Association, Buena Vista Hotel, Biloxi, Miss.

Oct. 21-23—Annual convention of Florida Automobile Dealers Association, Tampa Terrace Hotel, Tampa.

Oct. 29-31—Annual membership meeting of National Standard Parts Association, Sherman Hotel, Chicago.

Nov. 3-6—Annual convention of Texas Automotive Dealers Association, Shamrock Hotel, Houston.

Nov. 14-15—Annual convention of Oklahoma Automobile Dealers Association, Skirvin Hotel, Oklahoma City, Okla.

Dec. 3-5—Annual convention of Motor and Equipment Wholesalers Association, Stevens Hotel, Chicago.

Jan. 27-30—Annual convention of National Automobile Dealers Association, Waldorf-Astoria Hotel, New York City.

Shown at the installation of the 1951 officers of the Automobile Trade Association of Maryland are (l. to r.): Frank J. Marsden, past president; President Louis W. Kiefer; M. Robert Deo, managing director of the National Automobile Dealers Association, and J. C. Darrell, manager of the Maryland association. C. Lamar Creswell is vice-president and Joseph J. Rochlitz is secretary-treasurer of the association. Deo addressed the meeting, attended by 250.



## Virginians Seek Means Of Easing Tax Load

**D**IRECTORS of the Automotive Trade Association of Virginia authorized recently the employment of a law firm to "make a thorough and exhaustive study of all taxes imposed upon automobile dealers and to recommend a course of procedure in order that the dealers' tax load might be lightened," General Manager John E. Raine reported Feb. 24.

Said Raine:

"While the association has 'nibbled' on the dealers' tax problems from time to time, this study will review all legislation, interpretations and court decisions since the enactment of the state tax laws in 1935, since which time but few material legislative changes have been made, whereas new and different interpretations have been issued which substantially affect dealers.

"After the tax status of the dealer has been determined, efforts will be made to decrease the dealers' tax burden through a clarification of interpretations, court action in the event of discrimination, or through legislative relief, and it is believed that this program will result in the association's greatest accomplishment for the benefit of all dealers."

The Virginia association, with well over 1,000 members, is one of the largest state dealer bodies in the United States.

If it has to do with training diesel mechanics, look again and you'll find it in this picture. This GMC diesel truck is one of the service-training units now touring the country for the GMC Truck & Coach Division. The factory instructors carry with them cut-away engines, fuel injectors, live engines, special tools and other items. After a two-week stay in Atlanta, this unit was scheduled to be in Memphis for two weeks beginning Feb. 26, in Dallas for two weeks beginning March 19, in Houston for two weeks beginning April 9 and in New Orleans the week of April 30. For admission of mechanics to the schools application should go to zone or distributors' service managers.



## Crusoe Predicts 4,000,000 New Cars Next 12 Months

**B**ARRING further limitations on use of steel, the automotive industry in this country should turn out 4,000,000 passenger cars for civilian use during the 12 months which began March 1.

That was the prediction of Lewis D. Crusoe, vice-president and general manager of the Ford Division of Ford Motor Co., in an interview by SOUTHERN AUTOMOTIVE JOURNAL on Feb. 28. As for the production for the calendar year 1950, the executive estimated it would run "4,000,000-plus." Production of cars amounted to 6,250,000 last year.

How about the outlook as regards the manufacturing of replacement parts? He replied:

"It looks much better than in World War II, because the approach is different. World War II was a shooting war and they felt that because it was a non-recurring thing, they could defer production until they could see over the hill.

"Now our defense effort conceivably can run into a matter of years and, barring outright war, production of replacement parts should be sufficient.

"The parts business is a very important part of our business and one we rely on in a big way,

as do our dealers. I don't think that there is any need for car owners to feel this time that their cars are going to be down for lack of parts."

A committee set up in Washington to watch out for matters pertaining to this subject "is doing a fine job, according to reports I have received," Crusoe said.



Mr. Crusoe

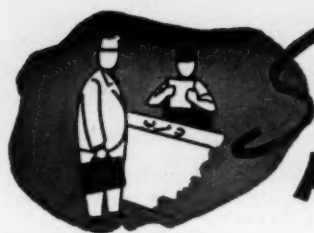
Several assembly plants are being enlarged over the United States to handle the increased volume of sales and to prepare for the time when the demand will be greater, he said. The Atlanta plant will be augmented by 157,000 square feet, he announced. The plant now has 440,000 square feet.

The interview was held while he and other Ford executives were in Atlanta for a routine meeting with dealers and plant supervisory personnel. The group moved on to Norfolk for two days. Similar meetings will be conducted at Louisville, Ky., March 19-20 and at Memphis, Tenn., March 21-22.

## Chrysler Will Utilize New Orleans Plant

**P**RODUCTION of tank engines by Chrysler Corp. has been assigned to its Chrysler Division and preparations for tank-engine manufacturing in New Orleans are underway, it was announced last month by David A. Wallace, who is the Chrysler Division president.

The U. S. Army has obtained  
(Continued on page 171)

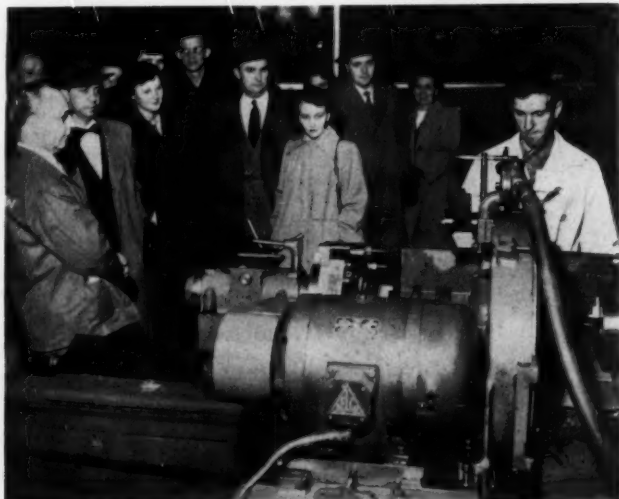


# Southern **JOBBERS** **AND FACTORY MEN**



They flocked in when Auto Parts and Electric held its formal opening at Statesville, N. C. Every last detail was worked out for acquainting the visitors with every phase of the operation.

A group watches the operation of a crankshaft grinder by an employee. Man standing at right is the Rev. James S. Potter, named "Man of the Year" by the Junior Chamber of Statesville.



## His Successful "Opening" May Become An Annual

**W**HAT's the best way to "show off" a new building and its facilities to the trade and the community?

When R. H. Reavis, president of Auto Parts and Electric Co., Statesville, N. C., held a formal opening recently, he drew glowing praise from other wholesalers and from the townspeople. And it was considered so successful that an affair along this line may be held every year hereafter.

The handsome building, patterned after Richmond Auto Parts Co., Richmond, Va., which is headed by H. B. Truslow, president of the Automotive Engine Rebuilders Association, was enough to attract wide attention. But it was the method of presentation that made such a fine impression on visitors.

As each of the 1,200 to 1,500 local residents and jobbers from the surrounding area who came to see the building stepped inside, he or she first was greeted by President Reavis. Then visitors were taken in tow by factory representatives present for the opening of the facilities.



Above: President Reavis (at right) greets a customer, Ford Dealer Fred Gray Deaton. Looking on are (l. to r.): Vice-President E. P. Reavis and Archie G. Atkins, Ramsey Corp. representative. Top right: An employee demonstrates the technique and operation to go through in assembling motors. Right: Behind this counter-turned-refreshments-table are (l. to r.): Mrs. Frank Shaw, wife of a counterman; Mrs. J. M. Gaffney, wife of a salesman; Richard Reavis, eldest son of President Reavis; Mrs. Ralph Reavis, and Mrs. Glenn Holland, wife of a company salesman. Views of the exterior and of the counter area appear below.



Dividing the visitors into groups of eight to 15, representatives took them on a complete tour of facilities.

First in the tour was the shop, which occupies the entire left side of the building. An employee of Auto Parts and Electric Co. or factory representative was stationed at each machine and gave a brief, rehearsed talk on the machine and its uses. Then he demonstrated how the machine worked and answered any question—

general questions from folks who probably never had been inside a jobber's machine shop before, as well as more specific queries from those in the trade.

The tour continued through the other departments, where employees were stationed as they would be on an ordinary working day. They were ready to describe just how their particular departments operated and to answer questions.

At the end of the tour the

groups of visitors were brought back to the counter and served punch and sweet cakes. Employees of the Hickory, Elkin, Boone and North Wilkesboro branches helped conduct the opening.

From time to time throughout the day drawings for prizes were held to keep things humming. The 175 prizes included such items as tune-up oil, smoking pipes, grease gun, a case of motor oil, brake

(Continued on page 102)





# Should Employees Be Told Many Details of Business?

By M. N. "JAKE" JACOBS

I CAN'T say I agree wholeheartedly on this, but usually I do have most all employees in on meetings of this nature.

We do, when taking on or changing a line, have all counter-men, receiving and stock-room men and salesmen in on the deal, discuss profit structure, manufacturers' policy, etc. You see, my men work on a percentage of the gross trading profit.

Now, when it comes to financial matters, I feel if a concern is having that kind of difficulty it would certainly not be wise to let the people who are not on the "inside" of the run of business know what is going on, for the average working man feels if a bill is one



Mr. Jacobs

week or one month past due his credit is ruined and he has to go on a cash basis until he can get a new start. Whereas, in business many firms operate on 60 to 90 days throughout the years and are very solid financially but just pay slow for various reasons.

For instance, many firms have been overloaded on inventory since 1946 and therefore have paid slowly, yet they may be worth \$500,000 and have three or four times as many current assets as liabilities. Thus they would have a problem, but certainly not be bankrupt or broke. But, if salesmen and average run of employees knew just half the story—the slow-pay part—they might get the idea that the

## How Much to Let 'Em in On?

The attached comment was written by M. N. "Jake" Jacobs of Jacobs Distributing Co., San Antonio, Texas, at the request of the editors. It had been explained to him that a Southeastern jobber had agreed to prepare an article telling why he had found, during the last several years' operations, it a good policy to let almost all his employees in on practically all of the company's business affairs, including considerable financial details.

However, the Southeastern jobber later begged to be excused from preparing the article. He explained that one of his best men had advised him that some of the information which had been given out to employees had not stopped within the company. One or two workers were letting this confidential information seep into other areas where it could not help the firm and might well work against it.

"Jake's" reply (it had been suggested that he take the "negative" in the "debate") was considered so good by the editors that it is presented herewith, despite the absence of the original article which had stimulated the Texan's comments.

house was on the way out, and even though they might be good employees, they would be apt to lose confidence in the house and therefore not be the right kind of productive employees.

In fact, I have seen employees for a firm run that firm's standing down rather than up because the employees did not understand the arithmetic mechanics of business and the employees couldn't do a selling job because they lost faith

in the house—such loss actually without foundation.

On most anything else, I feel it best to have all employees know what's going on and why, and certainly let them know the inside of heavy taxation on businesses and individuals. Certainly every employer should emphasize the fact that a great percentage of the salary which is a business expense does not go to the business but to the government for taxes which costs the business more money than the employees. In fact, it would be good if some one furnished a small "tax scoreboard" to be put up in a conspicuous place showing how much in taxes is paid by the firm each month. This would tend to make employees profit-conscious and they would know the importance of profit in order for the firm to make enough to pay higher wages.

## Memphis Boosters Schedule Three Jobber Meetings

THE second in a series of presentations on the "Care Will Save Your Car" program will be given by Automotive Booster Club Mid-South No. 25 of Memphis, Tenn., at Little Rock, Ark., April 20 for jobbers in the area.

Howard Tucker, ABC International treasurer and member of B-25, conducted the first jobber meeting in the series at Memphis Feb. 23. Other meetings are set for Jackson, Miss., on June 22 and Nashville, Tenn., on Aug. 24.

Don Greene is president of B-25. Other officers include: Fred C. Stovenour, first vice-president; Jesse M. Suggs, secretary; N. D. "Bill" House, treasurer, and Ray N. Ricketts, editor of the Rebel. Directors are: Doss H. Thorn, Ralph Prieb, L. E. Bray, Earl Potter, Ray Ricketts and Howard Tucker.

Billy Vick, Jr., 12-year-old son of W. H. Vick of the Automotive Division of the Oklahoma City Hardware Co., Oklahoma City, fractured his right leg and broke bones in his left foot in a fall from the roof of the firm's one-story building last month. His father is president of the Southwest Automotive Show.

"General conditions in our territory are good," Manager Ned Holland of Holland Auto Supply, Greenville, S. C., reported.





These six new vice-presidents of The Electric Auto-Lite Co. are (l. to r.): Lyman A. Wine, former assistant to the president; James B. Fenner, the former treasurer; Harry G. Call, who was former assistant

to the comptroller; R. M. Lake, who is a director; C. L. Lancaster, manager of the company's Sharonville, O., plant, and H. E. Hasemeyer, former assistant to the vice-president in charge of manufacturing.

## All Available Space Let For the Southwest Show

ALL available exhibit space on three floors of the Oklahoma City Municipal Auditorium has been assigned to approximately 200 manufacturers exhibiting at the Southwest Automotive Show, to be held April 26-29, Show Manager Dean A. Johnson reported last month.

About 100 representatives of manufacturers were present and the drawing, held January 26, was completed in about four hours.

More than 225 parent jobbing firms had signed up to sponsor the show by the middle of February. This first show to be held in Oklahoma is expected to be one of the best attended in the 15-year history of the show, Johnson said.

For the first time at a Southwest Show, attendance prizes valued at about \$2,000 will be given away. A television set will be given away each day, Johnson said.

The show will be closed for conferences between exhibiting manufacturers and sponsoring automotive wholesalers between 10 a.m. and 2 p.m. on the first three days. It will be open to everyone connected with the automotive service industry during the afternoon and evening hours on those days and from 10 a.m. until 6 p.m. on the closing day.

Pre-show activities will feature the annual kick-off banquet on the evening before the show, MEWA and NSPA regional meet-

ings and a meeting of the Southwestern Automotive Wholesalers Association.

The "Get It from Your Jobber" theme will be featured at the show.

### Champion Names Caldwell For Southwestern Area

W. Y. "Jack" Caldwell has been appointed district sales manager in the Southwest for Champion Spark Plug Co. He succeeds E. C. McKinney, who has retired.

F. L. Padgett has succeeded Caldwell as territory representative in eastern Missouri and northwestern Kentucky. J. D. Suttles has been appointed territory representative in Maryland, northeastern West Virginia, Virginia, except the western tip, and Washington, D. C.

Bob Cochran, territory representative in the Washington, D. C., area, has retired, it was also announced.

### McKee Is Looking for Mail

Earl McKee, manager of Gulf Motor Parts at Pascagoula, Miss., is at the Veterans Hospital at Oteen, N. C., for several months' treatment. "He would welcome a letter or note from any of the many friends who have called on him," Warren A. Todd of Southern Sales Co., Jackson, Miss., reported last month.

### Merix Appoints Four Southern Agents

FOUR Southern representatives for its Anti-Static have been appointed by Merix Chemical Co. of Chicago.

They are: Jack L. Harris of Oklahoma City for Oklahoma and the Texas Panhandle; W. C. Minnich of Atlanta for Florida, Georgia and Tennessee; Saunders Co. of Greensboro, N. C., for Virginia, West Virginia and North and South Carolina, and Sears & Rogers Co. of Dallas for Texas and Louisiana.

### Crow-Buringame Co. Advances Browne

K. V. BROWNE has been elected vice-president and general manager of the Crow-Buringame Co. Unit of Oxburn, Crow & Yantis Co., Little Rock, Ark. He succeeds William R. James, who died recently.

Four men have been added to the board of directors: B. E. Smith, sales manager; E. Fletcher Lord, manager of the Little Rock store; R. M. Knox, credit manager, and Browne.

### AEA Schedules Two Southern Meetings

REGIONAL conferences of the Automotive Electric Association will be held March 21-22 at the Adolphus Hotel, Dallas, Texas, and April 9-10 at the Biltmore Hotel, Atlanta, according to Executive Secretary S. W. Potter.

The two-day programs will include speakers who will cover  
(Continued on page 152)

# HEAVY DUTY EQUIPMENT



TRUCKS - BUSES - FLEETS

## Dodge's Twin Intake and Exhaust

**H**ERE we will try to cover for you the carburetor and governor calibration of the twin intake and exhaust systems used on Dodge 2½-, 3- and 4-ton trucks.

Dodge trucks equipped with these systems have proven their ability to produce more power and better fuel economy than heretofore realized from engines of the same cubic-inch piston displacement. However, to obtain this performance, the carburetors which supply the fuel to three cylinders each must be adjusted properly, and the governors must be correctly set so that all six cylinders receive a balanced supply of fuel.

By **E. M. Lowery**  
Technical Editor

The adjustment of these units is very simple if the given procedure is followed.

### *Adjustment of Carburetor Linkage and Carburetor Idle with the Units on the Engine*

The twin carburetors are controlled by two adjustable rods connected to two bellcranks or pivots. A non-adjustable rod connects the two bellcranks. The accelerator rod connects to the rear bellcrank. Movement of the accelerator pedal equally affects

both carburetors. The front carburetor rod is provided with a left-hand thread on one end to permit accurate adjustment of the linkage. This rod has an upset on the end for identification.

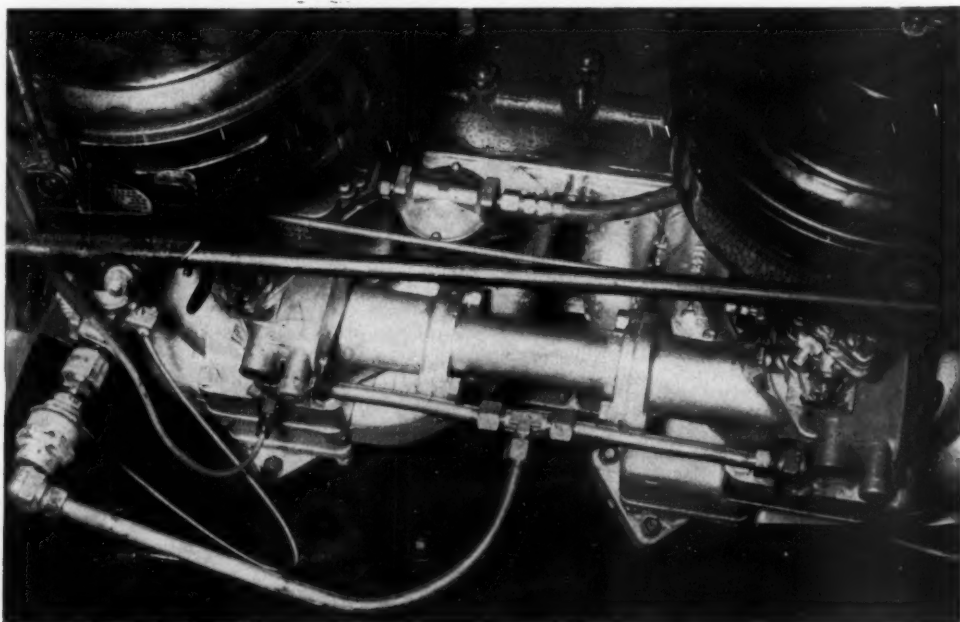
Adjust as follows:

1.—Remove bellcrank-to-carburetor rod from front carburetor. Back off the idle screw until the throttle valve is completely closed. Hold the valve closed with a spring.

2.—Adjust the rear bellcrank-to-carburetor rod so that wide-open throttle is obtained with the accelerator fully depressed.

3.—Start engine, adjust the engine idle speed to 400 r.p.m., us-

This view shows the twin intake and exhaust systems.



ing rear carburetor only. Adjust idle mixture to highest speed or vacuum, and reset idle screw if necessary. Turn off engine.

4.—Next, back off the idle-speed screw on the rear carburetor until the throttle valve is completely closed. Important: count the number of turns.

5.—Start engine and adjust front carburetor, using same procedure as adjustment of rear carburetor. Turn off engine.

6.—Reset the idle-speed screw of the rear carburetor the same number of turns as counted in operation 4.

7.—Hook up the front bellcrank-to-carburetor rod so that both carburetors return to idle and contact the idle stop simultaneously. The front bellcrank-to-carburetor rod has two ball joints, one having a left-hand thread so this may be accomplished with great accuracy.

8.—Start engine and reset the speed to 450-500 r.p.m., adjusting both carburetor idle-speed screws the same amount as required. Check idle mixtures, changing each the same amount, if any change is necessary.

9.—Cycle several times to prove adjustment.

With the carburetors properly set the governors should be checked.

#### Adjusting the Governors

The governors are calibrated



"No, he's all right. He just likes to consider a purchase of this size from every angle."

for a recommended speed of 2900-3100 r.p.m. at no load. To set speed, the adjusting screws of both governors should be turned in the same direction and the same amount to obtain proper operation and freedom from surge.

Governor setting should be made with a tachometer with no load on engine. Turn adjusting screws counter-clockwise to increase speed and clockwise to de-

crease speed.

If the speed adjustments have been unequally disturbed, they may be equalized as follows:

1.—Disconnect the carburetor-to-bellcrank rod from the front carburetor. Hold the throttle valve closed with a spring or wire it against its idle stop.

2.—Start engine; open throttle of the rear carburetor to its wide-open position. Adjust rear governor to 1700 r.p.m.

3.—Turn off engine. Hook up the front carburetor and disconnect the rear carburetor-to-bellcrank rod. Hold the rear carburetor throttle valve closed with spring or wire against idle stop.

4.—Start engine and open throttle on the front carburetor to its wide-open position. Adjust governor to 1700 r.p.m. Turn off engine.

5.—Hook up linkage. Run engine and make final speed adjustment of governors, turning both adjustments the same amount in the same direction to obtain proper speed. Cycle engine and if adjustment is correct, seal each governor.

The average truck in 1941 was 5.6 years old; today it is seven. About 2,500,000 trucks are ten or more years old today, compared with only 825,000 in that range before World War II, according to the Automobile Manufacturers Association.

"Boss, I want you to shake hands with Mr. Fleec. He has some display literature he's going to let us have."



# SERVICE

# AND MAINTENANCE



## 'Spring Tune-Up'?

THIS TIME  
TRY THIS ➔

By E. M. Lowery  
Technical Editor

SERVICE and parts may soon be called upon to carry the load of most dealer organizations. Surely service and parts will play a most important part in making our projected defense program a success.

Ours will be the task of getting all of the miles possible out of every part of which the automotive vehicle is made. To accomplish this we should start immediately to brush up on the best preventive-maintenance program at our command. If our front men are not expert diagnosticians, they should be trained to become such. Our mechanics should not only be "mechanics" but should also be inspectors, looking for anything which, through neglect, may cause future failure of some unit or part.

If we do our job right, our rec-



ommendations will be considered a favor by the owner rather than the normal thinking that we are trying to over-sell something.

First, we should stress the importance of close adherence to the manufacturer's lubrication requirements. Nothing will conserve parts like correct lubrication.

Maximum tire mileage is a must, and anything which may af-

fect this must be given close attention, such as correct air pressure, wheel alignment, steering and front suspension parts, spring shackles and springs, wheel balance and grabbing or dragging brakes.

A slight bearing knock if caught in time may save a crankshaft or possibly an engine.

A leaky cooling system if corrected immediately may prevent

It's customary to promote "Spring Tune-Up" specials about this time of year. But, suggests Technical Editor Lowery, why not work out a new twist this time and push something like the above? In view of the fewer new cars to roll off assembly lines beginning, apparently, in April, it's more important today to help your customers get the most out of their motor vehicles.



overheating which could result in severe damage to the engine.

A defective fan belt may break at any time and result in damage to the radiator, or cause overheating of the engine.

Generator charging rate kept within specifications will prolong the life of the battery, light bulbs, ignition points and other electrical units.

Grease and oil seal leaks may lead to severe damage to the differential, transmission, wheel bearing or any unit which they protect. It is our duty to examine all of these items and if found needing repairs, report the condition to the owner.

*Instead of the usual Spring*

Do you think you may want to try this substitute recommended by Technical Editor Lowery for the perennial "Spring Tune-Up"? His suggestion stems from a long experience which saw him tinkering as a lad of 11 in 1907 with now-ancient cars. He tells why the duties of the mechanic and the service manager are so vital in this mammoth industry today.



"—Because our catalog is too darned heavy for a man to carry, and don't try to tell me my business!"

Service Special which most shops offer annually, why not offer a free maintenance inspection to all owners of vehicles over two years old?

Give the vehicle of those who accept this proposition a thorough inspection and on a suitable form

made up in duplicate list each item in the correct category. Present your recommendations to the owner and give him a copy of the form. This should uncover a considerable amount of work for the shop.

If the recommended repairs are

not authorized, file the other copy of the form in the owner's follow-up file and at short intervals contact the owner by phone or mail and remind him of the repairs needed.

This program should be welcomed by every owner and should certainly prove a continued source of revenue to the modern shop.

To carry out successfully a program of this nature it may be necessary to train the mechanics along this line, as most of them are only interested in the particular items listed on the repair order and do not look for or will not report other items which need attention.

Like the special machine tool that is no better than the operator, the preventive-maintenance inspection is no better than the inspector. To get results men must be trained in their jobs in this big industry of ours.

#### Did You Know—

The average life of motor vehicles before scrapping has doubled since 1925, and the average accumulated mileage during a vehicle lifetime has quadrupled?

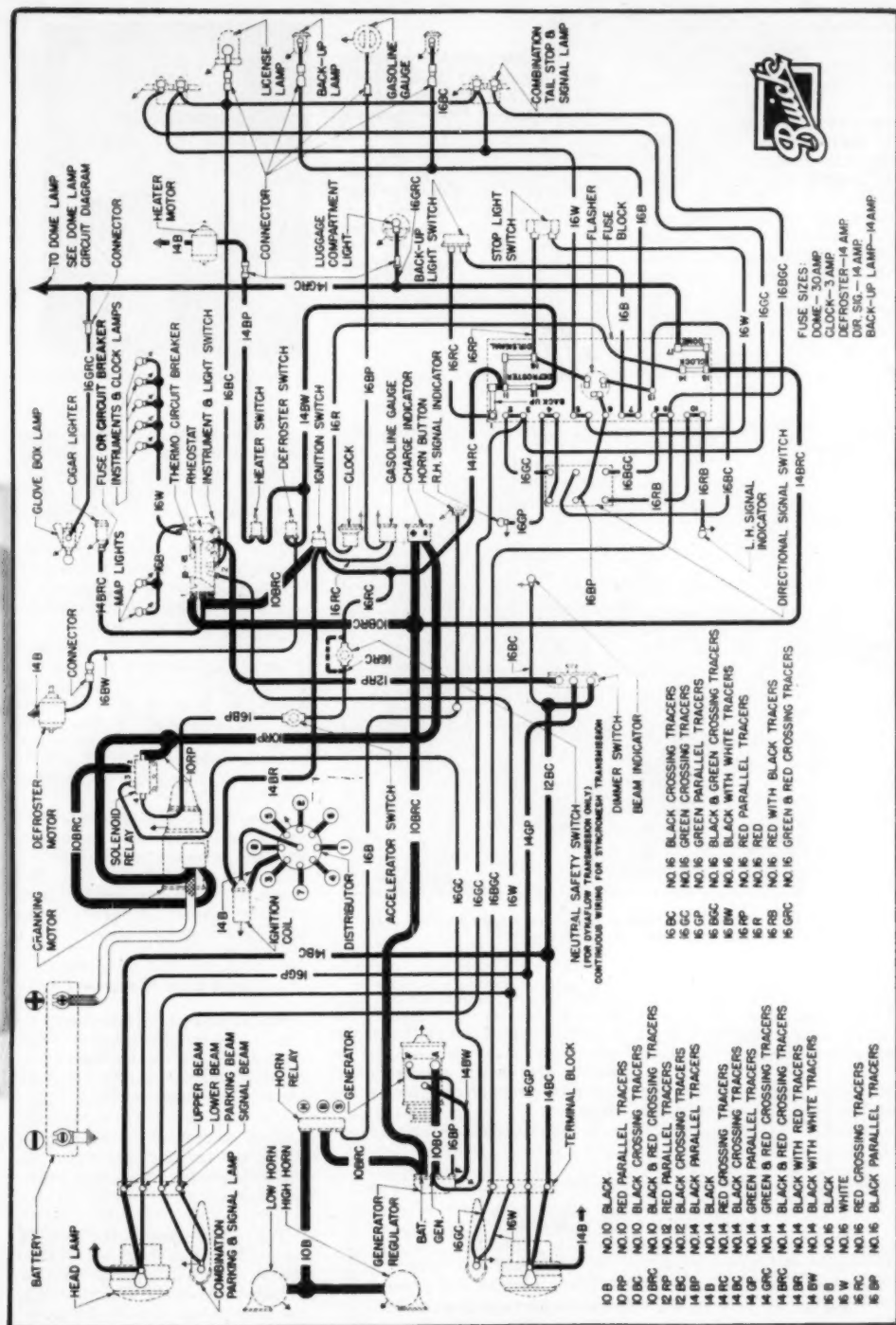
More than 4,100 U. S. communities are entirely dependent on motor buses for local mass transportation.

The Delco-Remy Division of General Motors uses more than 42,000 baby bottle nipples a year to mask terminals of automobile starting motors during the painting process in factories?

#### April Issue: Tire Wear

*It's more important than ever to watch out for signs of tire wear. That's why Technical Editor Lowery will cover the angles of vehicle maintenance affecting tire wear.*





**WIRING DIAGRAM FOR 1951 BUICK (SERIES 44, 50 & 70 DYN. & SYN. WITH DIR. LIGHTS)**

**Studebaker dealers  
offer America's car owners  
the kind of  
*Transportation Insurance*  
that's always timely!**



©1951, The Studebaker Corporation, South Bend 27, Indiana, U. S. A.

**SERIAL No.**—Go right front door hinge pillar post.  
**SHOCK ABSORBERS**—Monroe telescoping type. Cannot be serviced; replacement necessary.  
**REAR SPRINGS**—Metal covered. See General Instructions. Lubricate with CL every 10,000 miles, using special tool. (Without metal covers) Do not lubricate; rubber inserts used.  
**AIR CLEANERS**—Wire gauze (standard) and Oil Filter Cap. MO, crankcase grade. Oil bath (optional). SAE 90 above +32°; SAE 70 below +32°. See General Instructions.

**TRANS.**—(With Overdrive)—Capacity 3 1/2 pt. or lb. Two drain plugs and two filler plugs. Drain through both drain plugs. Fill overdrive unit first with 1 1/2 pt. or lb. and then transmission unit with 2 pt. or lb.  
**PARKING BRAKE CABLES**—See General Instructions. Lubricate with CL every 5,000 miles. Refer to car dealer.  
**VACUUM CYLINDERS** (Drive Master and Super-Matic Drive)—Clutch cylinder, remove plug at rear; gear shift cylinder, disconnect pipe at front; inject 1 oz. of SA in

both units every 10,000 miles. Refer to car dealer.  
**SUPER-MATIC DRIVE AND DRIVE MASTER**—M6. Benzin located under hood on left side of engine. Every 1,000 miles, lubricate transfer key and shifter lever shafts with CL through fittings. Every 2,000 miles, apply M6 to frictional pivot points, clutch power unit valve lever bushing oil hole and (not on Pacemaker) hand shift bell crank oil hole.

(Notes continued at left of diagram)

MODEL	(A) CRANKCASE					(B) HYDRA-MATIC DRIVE			(C) CONV. TRANS.			(D) DIFFERENTIAL			Cooling System Capacity	Gas Tank Capacity
	Capacity	Over +90°	Lowest Expected Atmospheric Temp. +32°	+10°	+10°	Capacity	Above +32°	Below +32°	Capacity	Above +32°	Below +32°	Capacity	Above +32°	Below +32°		
6 Cyl.	Qt.	SAE 7	SAE 30	SAE 20	SAE 10W	Qt.	AF	AF	Pt. or Lb.	SAE 90EP	SAE 80EP	Pt. or Lb.	SAE 90MP	SAE 80MP	Qt.	Gal.
8 Cyl.	7	30	20	20W	10W	11	AF	AF	*2	90EP	80EP	3 1/2	*90MP	*80MP	20	20

Support Arm Shafts, Rear CL 1  
 Support Arm, Upper CL 1  
 Spindle Support, Upper CL 1  
 Spindle Support, Lower CL 1  
 Front Wheel Bearings WB 10  
 King Pin CL 1  
 Tie Rod CL 1  
 Drag Link CL 1  
 Drag Link CL 1

(Notes Continued)

**HYDRO-ELECTRIC MECHANISM** (Convertible Broughams)  
 —Serviced by removing cover from body under panel. Check every 5,000 miles. Add HB if necessary. See General Instructions.

**POINTS REQUIRING NO LUBRICATION**  
 Fan, Water Pump, Starter, Rear Spring Front Bush, Propeller Shaft Support Bearing.

Clutch Release Bearing CL 1  
 (Use low pressure gun) (sparingly)  
 (Not on Hydra-Matic Drive models)

Pedal Shaft CL 1

Hydra-Matic Drive (See Table B) AF 15  
 (Check level every 1,000 miles)

Conv. Transmission (See Table C) EP 5  
 With Overdrive (See Note)

Universal Joint (SAE 140) GL 1

Universal Joint Spline CL 1

Universal Joint (SAE 140) GL 1

Universal Joint (SAE 140) GL 1

Differential (See Table D) MP 10

#### TIRES

Size	Inflation Pressures	Front	Rear
7.10—15 (Std.)	26	24	
7.60—15 (Opt.)	26	24	

Rear Wheel Bearings WB 10  
 (Removal necessary. See General Instructions)

Spring Shackles CL 1

#### SPECIAL SERVICES

Battery—Check condition and add distilled water.  
 Body and Head—See Body Lubrication Chart.  
 Gasoline—Suggest filling tank.  
 Lights—Check for burned-out bulbs.  
 Owner's Lubrication Record—Change mileage.  
 Report Condition of These Items to Owner—Tires, Valve Stem Caps, Fan Belt, Battery Cables, Wiper Blades, etc.

Read General Instructions for detailed information on principal units and lubrication service under extreme temperature conditions.  
 Copyright 1951, THE CHEK-CHART CORPORATION, Chicago. Printed in U. S. A.

(Hydra-Matic Drive opt. on Hornet & Commodore—Drive Master, Super-Matic Drive (Includes Drive Master and Overdrive); both opt. on Pacemaker & Super—Transmission Overdrive opt.)

#### 16 LUBRICATION POINTS—10 DIFFERENT LUBRICANTS

### HUDSON—1951

Pacemaker Custom (6), Super Custom (6), Hornet (6), Commodore Custom (6, 8)—1951

Lubricants	Mileages
MO—Motor Oil	1 = 1,000
GL—Straight Mineral Gear Lub.	2 = 2,000
EP—Estr. Pressure Gear Lub.	5 = 5,000
NP—Multi Purpose Gear Lub.	10 = 10,000
AF—Automatic Trans. Fluid—Type A or Hudson Hydra-Matic Drive Fluid	15 = 15,000
CL—Viscous Chassis Lub.	
WB—Wheel Bearing Grease	
SA—Shock Absorber Fluid	
SC—Special Clutch Fluid (Hudsonite)	
HB—Hydraulic Brake Fluid	

OIL FILTER (If equipped) — Replace filter element every 5,000 miles. See General Instructions.

#### KEY

Lubricants	Mileages
MO—Motor Oil	1 = 1,000
GL—Straight Mineral Gear Lub.	2 = 2,000
EP—Estr. Pressure Gear Lub.	5 = 5,000
NP—Multi Purpose Gear Lub.	10 = 10,000
AF—Automatic Trans. Fluid—Type A or Hudson Hydra-Matic Drive Fluid	15 = 15,000
CL—Viscous Chassis Lub.	
WB—Wheel Bearing Grease	
SA—Shock Absorber Fluid	
SC—Special Clutch Fluid (Hudsonite)	
HB—Hydraulic Brake Fluid	

10 WB Rear Wheel Bearings (Removal Necessary. See General Instructions)  
 1 CL Spring Shackles

—Courtesy of The Chek-Chart Corp. Not to be reproduced without special permission.

#### LUBRICATION CHART FOR 1951 HUDSON

# BRAND-NEW SERVICE "KRYLON-izing"

**ADDS EXTRA PROFIT DOLLARS  
TO SPRING TUNE-UPS!**



New Automotive KRYLON seals ignition systems in a waterproof blanket; prevents battery-current leakage and spark plug gapping; insures quick starts under all atmospheric conditions.

"Krylon-izing" is a brand-new preventive maintenance service that makes sense to every motorist. Particularly these days, when people are spending real money to protect what they have!

New Automotive Krylon is an acrylic coating packaged in 12 oz. aerosol spray cans. Spray it on wiring, battery terminals and cables, spark plugs and spark plug wells, distributor head, ignition coil, starter and generator connections. That's all you do! Krylon dries quickly. And you've protected the whole ignition system against moisture, corrosion, acid, rusting, dirt, oil, and grease.

Every motorist should have his car "Krylon-ized" at least twice a year. You get a stand-out color display free to help you sell customers on the first job. There's national consumer advertising to whip up interest. And the free "Krylon-ize" tags insure that all-important repeat business.

This deal is just too good to pass up. For complete details of the Krylon plan, see your jobber today or write direct.

**PUT THIS TAG ON  
"KRYLON-ized"  
IGNITION SYSTEMS**

It outlines advantages of "Krylon-izing," tells customers when to have job done again.



## KRYLON, Inc.

2601 N. Broad St. Philadelphia 32, Pa.

Made by the makers of famous WINDSHIELD SEALZIT

A few dollars puts you in the "Krylon-izing" business! Sales helps free.

# CURRENT PASSENGER-CAR SPECIFICATIONS

## Engine and Equipment

MAKE AND MODEL	Std. Wheelbase	No. Cylinders and Valve Arrangement	Bore and Stroke	Taxable H. P.	Max. Rated H. P. at R. P. M	Crankshaft Drive	ENGINE							Carburetor
							Main Bearings	RINGS		Oil	Air Cleaner	Oil Filter	Vibra. Damper	
								No. and Size Comp.	No. and Size Oil					
BUICK 40 Sp. & 44 Cust. Sp.	121½	8J	3½ x 4½	32.51	120@3600	LB	5	2-.0937	1-.1875 1-.1865	6½	AC	Y	Y	St-Ca
BUICK 50 Super (except Model 52)	121½	8J	3½ x 4½	32.51	124@3600	LB	5	2-.0937	1-.1875 1-.1865	6½	AC	Y	Y	St-Ca
BUICK Model 52	125½	8J	3½ x 4½	32.51	124@3600	LB	5	2-.0937	1-.1875 1-.1865	6½	AC	Y	Y	St-Ca
BUICK 70 Roadmaster (ex- cept Model 72)	126½	8J	3½ x 4½	37.81	152@3600	LB	5	2-.0937	1-.1875 1-.1865	8	AC	Y	Y	St-Ca
BUICK Model 73	130½	8J	3½ x 4½	37.81	152@3600	LB	5	2-.0937	1-.1875 1-.1865	8	AC	Y	Y	St-Ca
CADILLAC 61	122	8J	3½ x 3½	46.5	160@3800	LB	5	2-.0781	1-.1875	5	AC	N	Y	Ca-RP
CADILLAC 62	126	8J	3½ x 3½	46.5	160@3800	LB	5	2-.0781	1-.1875	5	AC	N	Y	Ca-RP
CADILLAC 60	130	8J	3½ x 3½	46.5	160@3800	LB	5	2-.0781	1-.1875	5	AC	N	Y	Ca-RP
CADILLAC 75	146½	8J	3½ x 3½	46.5	160@3800	LB	5	2-.0781	1-.1875	5	AC	N	Y	Ca-RP
CHEVROLET Styleline and Fleetline Sp. & DeLuxe.	115	6J	3½ x 3½	29.4	92@3400	G	4	2-.1237	1-.1863	5	AC	N	Y	RP
CHEVROLET Sty. & Fleet. (with Powerglide Drive)	115	6J	3½ x 3½	30.4	105@3600	G	4	1-.1237 1-.0932	1-.1863	5	AC	N	Y	RP
CHRYSLER Wind. & DeLuxe	125½	6I	3½ x 4½	28.36	116@3600	Ch	4	2-.0937	2-.1562	5	Y	Y	Y	B&B
CHRYSLER N. Y. & Imperial	131½	V8	3½ x 3½	46.51	180@4000	Ch	5	2-.0781	1-.1875	5	Y	Y	Y	Ca
CHRYSLER Crown Imperial	145½	V8	3½ x 3½	46.51	180@4000	Ch	5	2-.0781	1-.1875	5	Y	Y	Y	Ca
CROSLLEY Model CD.	80	4J	2½ x 2½	10	26.5@5400	G	5	2-.0625	2-.155	2	Fr	Fr	N	T
DeSOTO S-15 DeLx & Custom	125½	6I	3½ x 4½	28.36	116@3600	Ch	4	2-.0937	2-.1562	5	Y	Y	Y	B&B
DODGE Wayfarer	115	6I	3½ x 4½	25.35	103@3600	Ch	4	2-.0937	2-.1562	5	Y	N	N	St
DODGE Coronet & Meadow.	123½	6I	3½ x 4½	25.35	103@3600	Ch	4	2-.0937	2-.1562	5	Y	Y	Y	St
FORD & Custom 8 Cyl.	114	8I	3½ x 3½	32.5	100@3600	G	3	2-.0933	2-.186	5	Y	N	N	Own
FORD & Custom 6 Cyl.	114	6I	3.3 x 4.4	26.1	95@3300	G	4	2-.0933	2-.186	5	Y	N	Y	Ho
FRAZER Std. & Man.	123½	6I	3½ x 4½	26.3	115@3650	K	4	2-.0925	2-.1550	5½	AC	Y	Y	Ca
HUDSON Pacemaker	119	6I	3½ x 3½	30.4	112@4000	Ch	4	2-.078	2-.1875 .156	7	Y	N	Y	Ca
HUDSON Super 6	124	6I	3½ x 4½	30.4	123@4000	Ch	4	2-.078	2-.1875 .156	7	Y	N	Y	Ca
HUDSON Super 8	124	8I	3 x 4½	28.8	128@4200	G	5	2-.093	2-.1875 .156	7	Y	N	Y	Ca
HUDSON Hornet	124	6I	3½ x 4½	34.9	145@3800	Ch	4	2-.093	2-.1875 .156	7	Y	N	Y	Ca
KAISER Spec. & DeLuxe	118½	6I	3½ x 4½	26.3	115@3650	K	4	2-.0925	2-.1550	5½	AC	Y	Y	Ca
HENRY J.	100	4I	3½ x 4½	15.63	68@4000	G	3	2-.0925	1-.186	4	f	N	N	Ca
HENRY J DeLuxe	100	6I	3½ x 3½	23.44	80@3800	G	4	2-.0925	1-.186	5	f	N	Y	Ca
LINCOLN Cosmopolitan	125	V8	3½ x 4½	39.2	154@3600	G	3	2-.0933	1-.186	6½**	Y	Y	Y	Ho
LINCOLN	121	V8	3½ x 4½	39.2	154@3600	G	3	2-.0933	1-.186	6½**	Y	Y	Y	Ho
MERCURY	118	V8	3½ x 4	32.5	112@3600	G	3	2-.0933	2-.186	D	Y	Y	N	Ho
NASH Statesman	112	6I	3½ x 4	23.44	85@3800	Ch	4	2-.0930	2-.1547	5	AC	N	Y	Ca
NASH Ambassador	121	6J	3½ x 4½	27.34	115@3400	Ch	7	2-.0930	2-.1547	6	AC	N	Y	Ca
NASH Rambler	100	6I	3½ x 3½	23.44	82@3800	Ch	4	2-.0930	2-.1547	5	AC	N	Y	Ca
OLDSMOBILE 88 & 98	J	8J	3½ x 3½	45.0	135@3600	K	5	2-.0781	1-.1875	5	AC	N	N	Ca-RP
PACKARD "200"	122	8I	3½ x 3½	39.2	135@3600	Ch	5	2-.0935	1-.1865	7	AC	N	Y	Ca
PACKARD "300"	127	8I	3½ x 4½	39.2	150@3600	Ch	5	2-.0935	1-.1865	7	AC	Y	Y	Ca
PACKARD "400"	127	8I	3½ x 4½	39.2	155@3600	Ch	9	2-.0935	1-.1865	7	AC	Y	Y	Ca
PLYMOUTH P-22 Concord, Suburban and Savoy	111	6I	3½ x 4½	25.35	97@3600	Ch	4	2-.0937	2-.1562	5	f	N	N	Ca
PLYMOUTH P-23 Cambridge and Cranbrook	118½	6I	3½ x 4½	25.35	97@3600	Ch	4	2-.0937	2-.1562	5	f	Y	N	Ca
PONTIAC 6 Model 25	120	6I	3½ x 4	30.4	96@3400	M	4	2-.0933	1-.1863	5*	AC	N	Y	RP
PONTIAC 8 Model 27	120	8I	3½ x 3½	36.4	116@3600	M	5	2-.0933	1-.1863	5*	AC	N	Y	Ca
STUDEBAKER Champ. 10G.	115	6I	3 x 4	21.6	85@4000	G	4	d	1-.1562	5	AC	A	Y	Ca
STUDEBAKER Cmdr. H.	115	V8	3½ x 3½	36.4	120@4000	G	5	2-.078	1-.1865	6	AC	A	Y	St
STUDEBAKER Land C. H.	119	V8	3½ x 3½	36.4	120@4000	G	5	2-.078	1-.1865	6	AC	Y	Y	St
WILLYS Jeepster & Sta. Wag.	104	4F	3½ x 4½	15.6	72@4000	G	3	2-½	1-½	4	HH	N	Y	Ca-Zn
WILLYS Jeepster & Sta. Wag.	104	6I	3½ x 3½	23.4	75@4000	G	4	2-½	1-½	5	AC	N	Y	Ca-Zn

\*-Refill  
 \*\*-4½ dry, 6 refill  
 A-Accusory  
 AC-A.C. Spark Plug  
 B&B-Carter  
 Ca-Carter

Ch-Chain  
 D-6 dry, 5 refill  
 d-Top .0937, Middle .125  
 F-F Head motor  
 f-A.C. United Specialties and Industrial Wire Cloth Products

ABBREVIATIONS  
 F-Fram  
 G-Gear  
 HH-Houdaille-Hershey  
 Ho-Holley  
 I-L Head motor  
 J-"89", 119½; "98", 122

J-Overhead valve  
 K-Link Belt or Morse  
 LB-Link Belt  
 M-Morse  
 N-Optional at extra cost  
 N-N

RP-Rochester Products  
 St-Stromberg  
 T-Tillotson  
 Y-Yes  
 Zn-Zenith



*For your own  
and your customers'  
protection...*

**USE ONLY  
DELCO-REMY  
DISTRIBUTOR  
CONTACT POINTS IN  
DELCO-REMY  
DISTRIBUTORS**



They're made for each other—Delco-Remy distributors and Delco-Remy distributor contact points. Used together, there is no danger of dissatisfaction. So play it safe with your customers—buy Delco-Remy contact points in packaged sets; there's a right type for each Delco-Remy distributor.

## **CAUTION**

Counterfeit Delco-Remy parts have appeared on the market in quantity. Buy Delco-Remy parts from your Delco-Remy distributor.



DELCO-REMY—A UNITED MOTORS LINE  
Available Everywhere Through  
UNITED MOTORS DISTRIBUTORS

# **Delco-Remy**

DIVISION, GENERAL MOTORS CORPORATION  
ANDERSON, INDIANA

**WHEREVER WHEELS TURN OR PROPELLERS SPIN**

# CURRENT PASSENGER-CAR SPECIFICATIONS

## Timing, Battery, Brakes, Etc.

MAKE AND MODEL	IGNITION AND TIMING								Battery	Clutch Facings				Brakes		
	Breaker Gap (.0)	Spark Plug Gap (.0)	Tappet Clear- ance Intake (.0)	Tappet Clear- ance Exhaust (.0)	Intake Valve Opens before TDC	Cam Angle (degrees)	Breaker Point Arm Tension (ozs.)	Cyl. Head Bolt Tension (ft. lbs.)	Cap. and Ter. Gd.	Cool. System (Qts.) No heater	Make	Thickness	Outside Di- ameter	Inside Diameter	Type	Parking Brake
BUICK 40 Sp. & 44 Cust. Sp.	15	25	15h	15h	13°b	X	19-23	65-70W	100N	13.5	L Bb	.125 10	6	H	R	RW
BUICK 50 Super	15	25	d	d	13°b	X	19-23	65-70W	100N	13.5	L Bb	.125 10	6	H	R	RW
BUICK 70 Roadmaster	15	25	d	d	14°b	X	19-23	65-70W	120N	18	None	used		H	R	RW
CADILLAC 60, 61 & 62	13-18	35	au	au	24°b	31	19-23	65-70	115N	18	L <sup>3</sup>	.137 10½	7	H	R	RW
CADILLAC 76	13-18	35	au	au	24°b	31	19-23	65-70	115N	18	L <sup>3</sup>	.137 11	7	H	R	RW
CHEVROLET Styleline and Fleetline Sp. & DeLuxe	18	35	06h	13h	1°a	34	17-21	70-80W	100N	15	O	.135 9½	6½	H	R	RW
CHEVROLET Sty. & Fleet. (with Powerglide Drive)	18	35	d	d	16°b	34	17-21	70-80W	100N	15	None	used		H	R	RW
CHRYSLER Wind. & DeLuxe	20	35	08h	10h	12°b	34½-38	17-20	EW	120P	15	Bb	.125 9¼	6½	H	Ps	
CHRYSLER N. Y. & Imperial	18	35	08h	10h	15°b	27½-38*	17-20	EW	135P	25	Bb	.125 9½	6	H	Ps	
CHRYSLER Crown Imperial	18	35	08h	10h	15°b	27½-38*	17-20	EW	135P	25	Bb	.125 10¼	6½	H	Ps	
CROSLLEY Model CD	20	25	06	09	5°b	46	17-20	No	90P	4	O	.125 6½	4½	H	R	RW
DeSOTO S-16 DeLx. & Custom	20	35	08h	10h	12°b	34½-38	17-20	EW	120P	15	Bb	.125 9¼	6½	H	Ps	
DODGE Cor., Mead. & Way...	20	35	08h	10h	8°b	34½-38	17-20	EW	105P	14	Bb	.125 9¼	6	H	Ps	
FORD & Custom 8 Cyl.	14-16	29-32	13-15	17-19	5°b	26-28½	17-20	65-70	90P	22	L	.125 9½	6	S	R	RW
FORD & Custom 6 Cyl.	24-28	29-32	13-15	17-19	11°b	35-38	17-23	65-70	100P	17.3	L	.125 9½	6	S	R	RW
FRAZER Std. & Man.	20	32	14	14	10°b	38	17-20	30-35c	100P	13	T	.125 9¼	6	H	R	RW
HUDSON Pacemaker	20	32	08	10	7½°b	33	17-20	70-75W	100P	18½	O	.203 9½	6½	D	R	RW
HUDSON Super 6 & Hornet	20	32	08	10	7½°b	38	17-20	70-75W	100P	18½	O	.203 9½	6½	D	R	RW
HUDSON Super 8	17	32	08	10	10½°b	27	17-20	45-50W	120P	18½	O	.203 9½	6½	D	R	RW
KAISER Spec. & DeLuxe	20	32	14	14	10°b	31-37	17-20	30-35c	100P	13½	Bb	.125 9¼	6	H	R	RW
HENRY J	20	30	16	16	9°b	41±1	17-20	60-65	100P	10.8	Bb	.132 8½	5½	H	R	RW
HENRY J. DeLuxe	20	30	16	16	5°b	38±1	17-20	60-65	100P	9	Bb	.138 8½	5½	H	R	RW
LINCOLN Cosmopolitan	14-16	29-32	O	O	5°b	26-28½	17-20	65-70	120P	34½	L	.125 10¼	7	S	R	RW
LINCOLN	14-16	29-32	O	O	5°b	26-28½	17-20	65-70	120P	34½	L	.125 10¼	7	S	R	RW
MERCURY	14-16	29-32	13-15	17-19	5°b	26-28½	17-20	65-70	100P	22¼	Bb	.125 10	6½	S	R	RW
NASH Statesman	18-24	30	15	15	6°b	35	17-21	60W	90P	14	Bb	.125 8	5½	H	R	RW
NASH Ambassador	18-24	30	15	18	8¼°b	35	17-21	70W	105P	17	Bb	.125 10	7	S	R	RW
NASH Rambler	18-24	30	15h 16c	15h 18c	6°b	35	17-21	60-65W	90P	11	Bb	.125 8	5½	H	R	RW
OLDSMOBILE 88 & 93	16	30			13½°b	26-33	19-23	60-70W	115N	21½	L	.136 10.5	7	H	R	RW
PACKARD "200"	12½	26-30	07	10	15°b	Z	U	60-62	100P	19.9	L	.125 10	6¾	H	R	RW
PACKARD "300"	17½	26-30	au	au	15°b	Z	U	60-62	100P	19.9	L	.125 10½	7	H	R	RW
PACKARD "400"	17½	26-30	au	au	15°b	Z	U	60-62	120P	19.9	au	au au	au	H	R	RW
PLYMOUTH P-22 Concord, Suburban and Savoy	20	35	10h	10h	12°b	34½-38	17-20	EW	100P	13	Bb	.125 9¼	6½	H	Ps	
PLYMOUTH P-23 Cambridge and Cranbrook	20	35	10h	10h	12°b	34½-38	17-20	EW	100P	13	T	.125 9¼	6	H	Ps	
PONTIAC 6 Model 25	22	23-28	12h	12h	5°b	31-37	17-21	60W	100N	18½	Im	.125 9½	6	H	R	RW
PONTIAC 8 Model 27	16	23-28	12h	12h	5°b	21-30	19-23	60W	100N	19½	Im	.125 10	6¾	H	R	RW
STUDEBAKER Champ. 10G	20	22-27	16c	16c	15°b	38	17-20	46-50W	100P	10	Bb	.125 8	5½	H*	R	RW
STUDEBAKER Comdr. H.	13-18	33-37	14-16	14-16	11°b	22-29	17-20	46-50W	100P	17¼	Bb	.125 9¼	6	H*	R	RW
STUDEBAKER Land C. H.	13-18	33-37	14-16	14-16	11°b	22-29	17-20	46-50W	100P	17¼	Bb	.125 9¼	6	H*	R	RW
WILLYS Jeepster & Sta. Wag.	20	30	18	16	9°b	51	17-21	60-65	100N	11	Bb	.135 8½	5½	H	R	RW
WILLYS Jeepster & Sta. Wag.	20	30	14	14	5°b	38½	17-21	60-65	100N	9	Bb	.135 8½	5½	H	R	RW

### ABBREVIATIONS

1-10" on DeLx. or Windsor with std. 3-speed transmission.  
 2-7" on DeLx. or Windsor with std. 3-speed transmission.  
 3-Hydra-Matic Trans. Std. on 62-60 Series.  
 4-Each point. Total effective dwell 34° to 36°.

\*-Self-adjusting, self-centering  
 a-After  
 au-Automatic  
 b-Before  
 Bb-Borg & Beck  
 c-Cold  
 d-Hydraulic valve lifters  
 D-Duo Automatic

E-Nuts 52 to 57, cap screws 65 to 70  
 f-without heater. With heater add 1 qt.  
 H-Hydraulic  
 h-Hot  
 Im-Island Mfg.  
 L-Long Mfg.  
 N-Negative  
 O-Own

P-Positive  
 Ps-Propeller shaft, rear  
 RW-Rear service brake  
 S-Duo Servo  
 T-Borg & Beck, and Auburn  
 U-Auto-Lite 19-23, Delco 17-21

W-Warm  
 X-Do not recommend using dwell meter for setting breaker point  
 y-Tolerance of one degree, plus or minus, allowed in adjusting  
 Z-Auto-Lite 57, Delco 31

**CHANGEABLE  
COPY  
DISPLAYS  
MOVE CARS  
SWIFTLY  
and  
PROFITABLY**

**USED CARS**  
**HARPER CLIFFORD**  
LINCOLN - MERCURY CO.  
**SAFE BUY SPECIAL**  
49 NASH 72518 \$1495

**WAGNER STEEL PANEL  
ASSEMBLIES AND WAGNER  
LETTERS**

They shout for attention. They spotlight your specials. Effective day and night. Illuminated by floodlights, spotlamps, gooseneck reflectors or fluorescent tubes for powerful selling. A PERMANENT investment that goes on to make money for you long after the cost is forgotten.

Wagner plastic or aluminum letters are quickly mounted directly on the background so that the sales message of today can be quickly changed to a new and freshly interesting message for tomorrow. The exclusive patented slotted method of mounting prevents freezing to the sign. Wagner letters are furthermore the lowest priced on the market.

Wagner Steel Panel Assemblies consist of a series of stamped steel panels, with galvanized metal uprights and attractive metal border. 100% machine-produced for finest quality at unbelievably low cost.

Available in any length, in multiples of five feet, and in any height in multiples of seven inches, starting at twenty inches.

No channeled bars or other obstructions to catch the dirt and result in streaking the face of the sign. Water and soot drain to the rear of each panel. Practically self-washing, and always of uniform cleanliness.

(Pat. 2224069. Other patents pending)

The openings between the panels permit high velocity winds to pass through with safety.

**WAGNER PORCELAIN ENAMEL STEEL PANEL ASSEMBLY.** Porcelain guaranteed for ten years against cracking, crazing, chipping or discoloration by reason of the elements.

**WAGNER BAKED ENAMEL STEEL PANEL ASSEMBLY.** Costs only two-thirds of the price of porcelain panels. Will last for years and can always be repainted.

Sold everywhere through dependable dealers who plan each job and supervise the installation.

## OTHER WAGNER ATTENTION-COMPELLING BUSINESS BUILDERS

for increasing your volume on

**SALES • SERVICE • PARTS**



REAR  
ILLUMINATED  
CHANGEABLE  
COPY  
DISPLAYS  
(Any Size or Shape)  
and  
WAGNER  
TRANSLUCENT  
COLORED  
PLASTIC  
LETTERS  
(4", 6", 8", 10"  
and 17" sizes in  
red, green, blue,  
amber and black)



### RAILROAD ALUMINUM LETTERS

for attractive signs on building faces. Many sizes, styles, colors.

## WAGNER SIGN SERVICE, INC.

442 S. Wayne Avenue

Chicago 12, Illinois

Please send details and prices on Wagner Changeable Copy Display Panels and Letters.

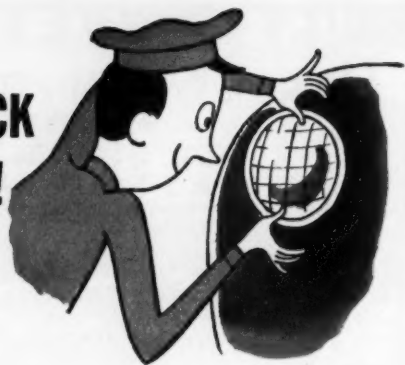
NAME \_\_\_\_\_

FIRM \_\_\_\_\_

STREET \_\_\_\_\_

CITY & STATE \_\_\_\_\_

**CHECK  
UP!**



**JOT  
DOWN!**



# during **G-E'S SPRING**

**Magazine, Television and Radio Advertising**

**MARCH 1 TO APRIL 30**

**J**UST two things to do to ring up extra sales during General Electric's Spring Auto Lamp Promotion! First, check lights of every car left for Spring changeover. Then jot down the burnouts on the handy G-E snap-on memo card. In an actual sales test during last Fall's Changeover period, 131 dealers who took these two steps found that one out of three cars needed a lamp replacement.

This spring your sales possibilities are bigger than ever. General Electric's powerful advertising story—describing advantages of the G-E "All-Glass" headlamp—will build greater preference than ever for G-E auto lamps. And there's a whole new array of G-E point-of-sale aids to help make the Promotion pay off at *your* cash register!



General Electric auto lamp advertising will appear in the Post, Colliers, Popular Science, and Popular Mechanics. Also on the Fred Waring TV Show and spot radio.

**Remember: One car out of 3  
needs a lamp replacement!**



...and you'll  
**RING UP!**



# AUTO LAMP DRIVE!

**Free Display Material...Everything You Need!**



Point-of-sale materials include lampholder, posters, lamp guide, snap-on memo card, sales booklet. All free. And ask about our aiming screen for \$2.75.

**GENERAL**  **ELECTRIC**



**Readers are invited to contribute to—**

## SHOP TALK—

### WARM IT UP!

Bluefield, W. Va.

Gentlemen:

We are going to build a new garage this spring. In anticipation of this, we have been saving clippings from yours and other publications with the thought of incorporating some of the fine ideas

seen therein.

It may be as much as two or three years ago, but you printed an item stating that one Southern dealer was saving waste oil and storing it in a 3,000-gallon tank for later use in his heating system.

If anyone can remember who he was, I would like to write to him direct, asking how the ar-

**A column of informal comments about the automotive trade and its problems.**

range ment has been working out. I had supposed that oil drained out of cars would be too heavy to be handled or intermixed with fuel oil. If his plan has worked out successfully, we could, of course, effect a tremendous saving, especially now that oil is going to be scarce.

CONRAD BREVICK,  
President,  
Brevick Motors, Inc. (Pontiac)

Nice timing on your question! On page 70 you'll find details and figures on the experience of a Pontiac dealer who tried this type of heating and is mighty well pleased with it.

### ONTO THE AIR LANES

Orlando, Fla.

Dear Sir:

We would appreciate your permission to use articles from your publication in our advertising over the air. Your early consideration in this matter will be greatly appreciated.

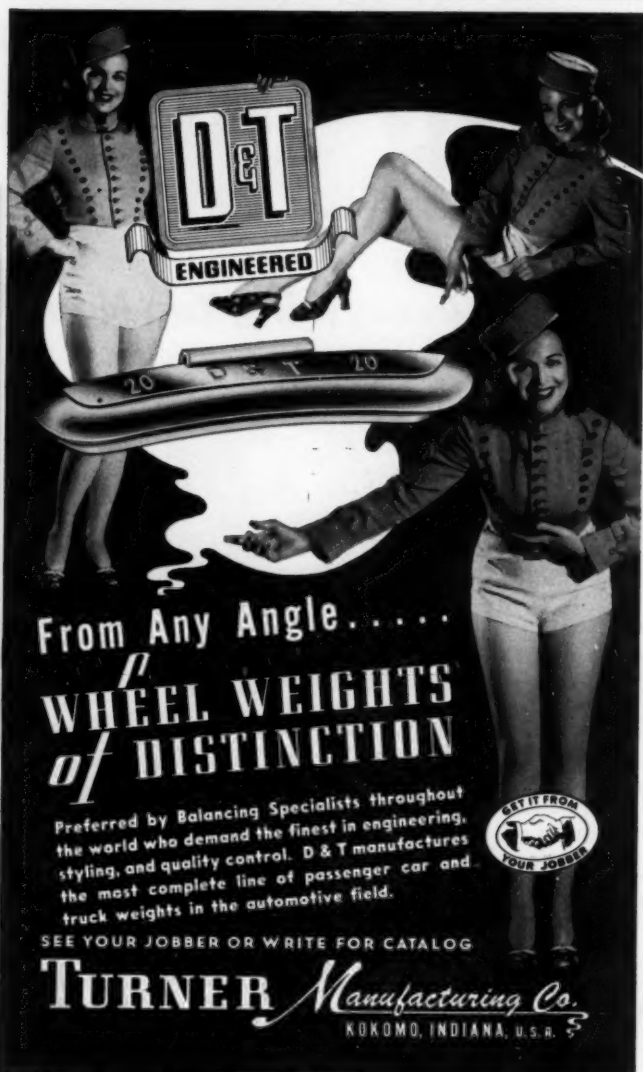
E. M. HODGES,  
Office Manager,  
Holler Chevrolet Co.

We'll be glad for you to use our articles in your advertising over the air but we would appreciate your giving credit to SAJ as the source of the material.

### GEORGE IS HAPPY!

George H. Benjamin, secretary-manager of the Arkansas Automobile Dealers Association, is all smiles right now. The newly-released figures show that Arkansas is one of the few states—one of only two in the South—to show a decrease in motor-vehicle fatali-

Please address any comments to: Shop Talk, Southern Automotive Journal, 806 Peachtree St., N. E., Atlanta 5, Ga.



From Any Angle.....  
**WHEEL WEIGHTS  
of DISTINCTION**

Preferred by Balancing Specialists throughout the world who demand the finest in engineering, styling, and quality control. D & T manufactures the most complete line of passenger car and truck weights in the automotive field.

SEE YOUR JOBBER OR WRITE FOR CATALOG

**TURNER Manufacturing Co.**  
KOKOMO, INDIANA, U.S.A. 5

GET IT FROM  
YOUR JOBBER

*Alford*  
A.P.C.  
*American*  
Brakeblok

BALKAMP

Belden

BRIDGEPORT

BRIGGS

BROWN LIPS

CELRON

DETROIT

DITTMER

BUCKWORTH

ECHLIN

FEDERAL

*Alford*  
GRAPHO

MARTIN-SEBASTIAN

MicroTest

Modac

Monmouth

New Britain

*Alford*  
PRECISION

PURITAN

RABBIT

*Alford*  
RAYMOND

Soundmaster

STANDARD

Spicer

Thomson

*Alford*  
WISCONSIN

ZOLLNER

TIME TO  
TUNE UP!



TIME TO  
CHECK UP!

In **POST** and **Collier's**  
**N.A.P.A. is telling the world to  
see you for Spring Service**

Ask your NAPA Jobber—or use coupon below—to get a big, colorful NAPA Spring Service Poster! Posted prominently in your shop, this poster reminds every customer that he needs complete Spring Service . . . and that you are the man who can give it, as recommended by NAPA in both The Post and Collier's. And remember . . . for the parts you need to do the job right, call on your NAPA Jobber. He has the nationally known lines, for

cars and trucks of all makes, and the fast, co-operative service you're looking for. For every requirement . . . "Your NAPA Jobber is a Good Man to Know!"

NATIONAL AUTOMOTIVE PARTS ASSOCIATION - DETROIT

**USE COUPON to  
get your NAPA Poster!**



NATIONAL AUTOMOTIVE PARTS ASSOCIATION  
Detroit 1, Michigan  
Please ask my NAPA Jobber to bring me an NAPA  
Spring Service Poster.

COMPANY.....

ADDRESS.....

CITY.....STATE.....

**N.A.P.A.**

*is the largest Independent Parts  
Organization in the Industry!*

ties. That state registered a drop of one per cent—385 fatalities in 1950 compared with 390 in 1949. Oklahoma showed a drop of four per cent—from 518 in 1949 to 496 in 1950. Figures on other Southern states appear on page 118.

Said Benjamin:

"AADA became the strongest supporter of safety in Arkansas, and through various campaigns we obtained a fellowship for one of our state troopers at Northwestern University. The state took its first big drop in traffic

fatalities and was one of only seven to show a decrease while most states were showing increases.

"Of course my activity for the governor in working safety and publishing safety news may or may not have had some effect in that."

No wonder George is smiling.

### Selling More "Shine"

(Continued from page 63)

all right when it's first done, but

after two or three months this uneven rubbing will show up, especially if there was much oxidation of the car's finish. An electric buffer does an even job and prepares the surface for a first-rate polish job."

Cost of the special spray gun, plus a gallon of polish and cleaner, is around \$50. The gun has a regulator to hold pressure at 40 pounds and can be attached to the shop's air line. A power buffer, if the shop doesn't have one, is about \$75.

"The spraying process has a big appeal for customers," Wood said. "Most of them are interested in any new product for their cars. A lot of jobs have been sold just because the customer drove in while we were spraying another car. If one of our boys had been rubbing the car with rags, the customers wouldn't have noticed."

### Sprayed Own Car First

"One of the first cars I sprayed was my own two-year-old Pontiac. It sold a number of polish jobs. People would see its new-car shine and know it was an older model and ask about it."

Wood does most of his polish jobs by appointment. "We never used to accept more than one wax job a day," he said. "But we've handled as many as three of the silicone-polish jobs in a day without interference with other work. None of the employees objects to working on a silicone job. That, as well as the time saved, is something to consider in these days when good employees are scarce."

Wood hasn't had any complaints from customers about silicone polishes. How long a job will last depends, of course, on the treatment the car receives. Several customers who vacationed in Florida have been happy about the way the polish stood up under long exposure to sun.

"New polishes and treatments that are supposed to give beautiful, lasting results with no work have been coming out for years," Wood said. "In summer, it seems like one hits the market almost every day. I've tried a lot of them. They won't work miracles. And silicone polishes won't either."

"But with proper application, silicone polish will enable you to do a first-rate job in less time and with greater profit than anything else I've used. I'm sold on it. My customers like it too."

## Can my car ? last longer . the answer is Yes ... WITH Pyroil

What every car owner wants to know:

QUESTION: Does PYROIL prevent rust and corrosion?

ANSWER: Yes, because Pyroil maintains a constant clinging film of oil on piston and cylinder surfaces. It protects these vital metal parts from exposure due to condensation.

QUESTION: WILL PYROIL keep my motor clean?

ANSWER: Yes, Pyroil prevents gums and carbon deposits and keeps motors clean.

QUESTION: Does PYROIL avoid costly repairs?

ANSWER: Yes, Pyroil is so much cheaper than repairs, because it eliminates wear and tear caused by friction of metal surfaces.

QUESTION: Will PYROIL prevent breakdown?

ANSWER: Yes, Pyroil is a round-the-clock protector for your motor. It improves lubrication—it prevents wearing "dry starts".

Yes, Pyroil is the answer to the question, "Can I drive my car farther, longer, and better than I expected?" Stop questioning the life of your car. Just add Pyroil — add miles to your car.

### PYROIL FOR AIRCRAFT ENGINES

Use Aircraft Pyroil B for lubricating oil. Aircraft Pyroil A for gasoline.

### GIVEN!

An attractive Pyroil metal savings bank, takes coins up to 50¢ pieces. MOTORISTS, it's yours for the asking — sent postage paid.



## PYROIL COMPANY

552 Main Street

La Crosse, Wisconsin

Canadian Distributors:  
Central Purchasing  
Agencies, Ltd.  
Toronto, Ontario

## Can your profits? be increased . the answer is Yes ... WITH Pyroil

QUESTION: Is PYROIL the preferred consumer product?

ANSWER: Yes, and the demand for Pyroil has increased each year since 1931.

QUESTION: Has PYROIL maintained continuous advertising to create this demand?

ANSWER: Yes, for 20 long years — in national and regional publications — and on radio in major markets.

QUESTION: Is PYROIL going to continue this program?

ANSWER: Yes, each year Pyroil advertising promotion has been and will continue to be increased.

QUESTION: Where can jobbers learn of the complete program and get the facts on profits?

ANSWER: A note to us will bring a factory representative to your place of business — quick.

Pyroil is the "Companion of Champions" — the first choice of consumers — the best bet for jobbers and dealers.



### Southern Representatives

#### Southcentral

John T. Jolly Sales Co.  
1916—34th Avenue  
Meridian, Miss.

#### Southwest

Hirsig-Frazier Company  
807 Cotton Exchange Bldg.  
Dallas, Texas

Southeast  
McDonald & McPherson Co.  
P. O. Box 452,  
Atlanta, Georgia



## At Your Service --- Always

U. S. 7-INCH UNIVERSAL ELECTRIC SANDER

- Terrific Power
- Most Power Per Dollar
- Terrific Speed — 4800 RPM

precision designed and constructed to provide

### BETTER FINISH WITH LEAST WEAR ON ABRASIVE DISC.

Built with more power than you may need — but it's there when you want it and where you want it — and speed that whizzes up to 4800 rpm . . . for use with Resnoid wheels.

For grinding castings, welds, surfacing with cup or saucer wheels . . . for high speed production metal finishing . . . for removing rust, paint and scale with brush and for a multitude of grinding jobs that come up constantly in any shop.

**YOUR JOBBER HAS UNITED STATES ELECTRICAL TOOLS IN STOCK**



*The* **UNITED STATES ELECTRICAL TOOL Co.**  
CINCINNATI, OHIO

Dear Bill,

The jobber just slid a new air compressor into place this morning. We seem to have them all over the place nowadays, with new uses for compressed air popping up right along. The boss likes to have several compressors spotted around this big shop, rather than a large central supply point.

I got to thinking back to the time when we were youngsters around the shop here—long before it had expanded to its present



... TUTHILL SPRINGS ...

FIRST

For 70 years, Tuthill has been first in keeping pace with newest developments in the manufacture of replacement springs. Now ... treated with MOLYBDENUM DISULPHIDE (MoS<sub>2</sub>) ... Tuthill is first to offer springs that won't squeak or gall!

LAST

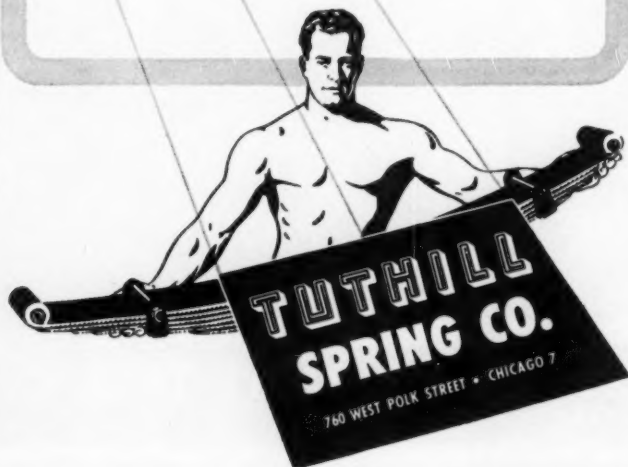
Since 1880, only the finest quality alloy steel obtainable has been used in manufacturing Tuthill Springs ... heat treated for greater strength, to take more abuse and last years longer!

ALWAYS

Tuthill Springs are profitable to handle ... always in demand because they're dependable and priced right.

To get premium quality without paying premium prices—whether it's a spring for heavy-duty trucks or easy-riding cars—you can rely on Tuthill first, last, and always!

Ask your Jobber for a FREE copy of our Car Application Wall Chart.



size when we rather prided ourselves on our ability to fix up the acetylene gas headlamps or the magneto on any man's automobile. About the only use we had for compressed air in those days was to power our blow guns for parts cleaning and filling tires and pushing gasoline up in the bowl of the gas pumps.

Whenever anyone yelled for air we'd slide the belt on the live pulley of the overhead shafts and let the compressor run until someone thought to cut it off again, or it began smoking from pushing too much air in the storage tank that stood back of the wooden coat lockers. And whenever the Bull-of-the-Woods happened to look at the gauge on the big tank and find the needle trying to push the peg around, he'd about raise the roof as high as if the tank had blown up, as he was sure would happen some time.

All that saved him from ulcers was the safety valve Ted finally rigged up on the lathe and put on the tank. The whistle he built in the valve scared many a customer out of his shoes when it popped off while they were observing the repairs to their cars.

These new compressors operate so quietly and are so fool-proof it hardly seems possible we had such a crude system even in those days. But old Ted still manages to get in his two-bits even on these new jobs. As chief machinist and tool-room man for the joint, it was his duty to drain off the condensed water in the compressors' tanks ever so often. But even so, occasionally water would reach a tool or gun, so he got several special valves which are attached to the bottom of the tanks and automatically keep them drained free of water at all times. He's even got a similar valve in the lines ahead of water-touchy equipment to catch any condensation in the pipe that might show up.





**Over 100 million  
advertising messages**

to tell and sell your customers  
that you are featuring  
these ultra fine  
products!



**DON'T WAX IT —  
MAC'S IT**



**FINEST OF ALL  
THE SILICONES**



**KEEPS  
RADIATOR WATER  
CRYSTAL CLEAR  
FOR OVER A YEAR**



**USUALLY STOPS LEAKS  
IN 30 SECONDS**

**LIFE**

**Collier's**

**Farm Journal**

**THE SATURDAY EVENING  
POST**

**CHRISTIAN SCIENCE MONITOR**



We've started cooking up our Spring Specials to get our customers' cars ready for the long haul. Every department is entering a job or so at a reduced price to give the people a shot at anything they need—or the works. The parts manager says the back orders on the last few monthly parts orders have been so heavy he is going to try to build up a stock in reserve to take care of the Spring Specials promotion so he won't have to renege on anyone trying to buy any of the jobs.

Our custom seat-cover department has done an amazing business in the last three years. Both new and old cars are prospects, so they are included in the specials along with appearance work done in the body and paint department.

Since the town has grown up in size and the highways have been paved, appearance items have had a better market each year, so we do a better business in the appearance department. In fact, we used to mention only tune-up and lubrication in our annual Spring

Special. Now we give the appearance items equal billing with the mechanical maintenance and, believe it or not, we often gross as much as the other.

Yrs,  
Ed.

### His "Opening" Goes Over (Continued from page 79)

gauge, set of bearings, water pump, a dozen dispensers and cellophane tape, spotlight, set of back-up lights, a dozen automatic pencils, a dozen golf balls, sets of silverware, an electric clock, garden hose, brake fluid and men's neckties.

The opening turned out to be an outstanding public-relations job among the residents of Statesville.

"I never dreamed we had anything like this in Statesville, and I've lived here all my life!" said one woman after viewing the operation of some of the units in the shop.

Men in the replacement trade who have seen dozens of new buildings and attended dozens of openings in the last few years were just as impressed, as evidenced by the way they described the affair to friends who were not present.

Two local papers brought out special editions, with pictures of the facilities and a history of the firm.

Said President Reavis:

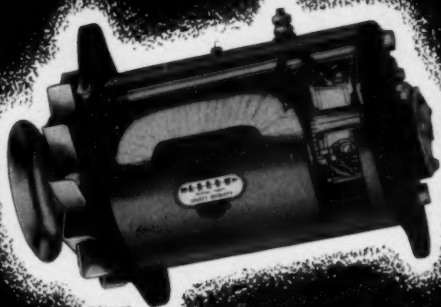
"We feel that this occasion gave us more advertisement than anything we have done or could think of doing. We would like to make it an annual affair, if possible, because in a little town of this kind you would think you would know what is going on, but to our surprise there were people here at the opening who had lived in Statesville all of their lives and they did not know that a place of this kind offering such services could be found in Statesville."

All in all, it was an occasion that meant good business and a good time for everybody concerned.

And in case you don't have a new building to show off, the same technique could be used for a company anniversary or similar celebration.

More than 39,000 automobile door locks are produced daily by Ternstedt Division of General Motors.

*The Finest....*



**ARROW** SELECT QUALITY  
OF COURSE  
AND THERE'S A DOZEN REASONS WHY!

Send for Arrow's Folder, "A Dozen Reasons Why," Today!

GENERATORS **ARROW** ARMATURES  
STARTERS FIELD COILS

ARROW ARMATURES COMPANY, 15 FORDHAM RD., BOSTON 34, MASS.

Working for you—  
Another **LIFE** Advertisement

*You Might Say  
They're "10000 Proof"*



"IN THE LAB, ON TEST TRACK AND ROAD, THEY'RE TESTED FOR SMOOTH STOPPING, LONG WEAR UNDER ALL OPERATING CONDITIONS. THEY'RE THE MOST COMPLETELY TESTED LININGS MADE FOR FORDS."



"FOR EXAMPLE, THEY'RE TESTED IN 3,200 HIGH SPEED EMERGENCY STOPS TO GIVE YOU GREATER SAFETY... AND '10000' TESTS TO SEE THAT THE LININGS ARE UNIFORM IN ACTION."



"SO BE SURE YOU ASK FOR GENUINE FORD BRAKE LININGS... MAKE SURE THEY'RE RIGHT TO FIT RIGHT AND LAST."



AVAILABLE WHEREVER YOU SEE THIS SIGN AT ALL FORD DEALERS AND SELECTED INDEPENDENT GARAGES

**KEEP YOUR FORD ALL FORD!**



"AND ALL GENUINE FORD PARTS ARE BUILT TO SAVE YOU TIME, MONEY AND TO GIVE YOU REAL SATISFACTION."

# Feature Genuine Ford

## Brake Linings Again this month for extra Ford business

Now is the time for motorists to reline brakes, for safe driving in the months ahead. So for the second straight month a sales-packed LIFE ad will remind Ford owners in your area to get the right linings for their Fords—Genuine Ford Brake Linings. And that can mean extra Ford business for you.

### Here's Why:

- Your own Ford customers will see that with all of Ford's rigid test standards, Genuine Ford Brake Linings have to be best—to be offered by Ford.
- They'll see details of the kind of testing that assures them the safe, long wearing linings that mean high quality at low cost.
- And again they'll be reminded to see you for the linings that help keep their Ford all Ford—Genuine Ford Brake Linings.
- So be ready with the linings that mean repeat business from satisfied Ford customers—Genuine Ford Brake Linings. Order now from the Ford Dealer near you.



This sign lets Ford owners know you are headquarters for Genuine Ford Parts. Get yours today. See your nearest Ford Dealer for complete details.

FORD Division of FORD MOTOR COMPANY

## Labor Chart Pleases Men (Continued from page 73)

a constant interest is maintained in the earnings posted daily on the chart. I post the previous day's earnings of each man early the following morning. When a commission man finds that his earnings are slipping, he almost invariably goes out and tries to solicit some business or perform the work he has on hand more rapidly."

The work week at Corinth Auto

Exchange runs from Saturday to Friday and the days on the blackboard, therefore, begin with Saturday. Paychecks are handed out Saturday afternoon. The force works all day Saturday but takes a half holiday each Wednesday.

When the bookkeeper prepares to write mechanics' paychecks, she first tallies her records with the labor chart. If there is a variance, she and Wigginton go over their respective records until the mistake is found.

"Several times we have caught

discrepancies," said Wigginton. "Sometimes the mistake was mine, sometimes the bookkeeper's. By catching the error before the checks are made, a lot of costly and troublesome adjustments are saved." The mechanics are familiar with the double-checking process and are impressed by the added precautions taken to assure them a fair share of the labor charges.

Mechanics are allowed ten per cent of the profits on parts they sell. This commission is noted on the chart as labor.

When business generally is dull, the labor chart helps soothe the mechanics' disappointment when they receive small paychecks. By glancing at the board, they can note quickly that the other fellows are in the same boat and this helps to relieve their irritation and disappointment.

## It's Different This Time! (Continued from page 64)

trace any direct benefits or great increase in customer loyalty to that policy.

So this time we are going to be the judge of who should have a new car. And even with credit restrictions and taxes, I think there will be more customers than cars.

We will distribute the cars as fairly as we can to those who need them most and those who have been loyal customers. We know we can't please everybody. But then we didn't please everybody with order taking.

We will take a customer's name, of course, and the model and color he would like to have. But we will make it clear to him that we are under no obligation to deliver him a car and that he is under no obligation to take one. We hope this will be more satisfactory.

So far we have had no manpower problem, though that may be another problem that's scheduled for a return engagement.

One thing that's different this time is that the automotive business has done some growing up in recent years. We have higher-type men in the business than ever before. I'll match them any day against the men in businesses that the public long has held in high esteem.

Factory relations are better too. Dealers, especially the younger ones, complain a lot about factory relations. There are still problems to iron out. But compared

## How should you repair an outside freeze crack?\*

The latest and best way to repair an outside freeze crack above the oil line in an over-head valve engine is clearly demonstrated in the new **TINCHER CRACK REPAIR Manual**. This and other repairs are outlined step by step and illustrated by drawings like those shown here in reduced size. With this Manual any competent mechanic can readily become a crack repair expert. With this Manual any shop is prepared to make the Tincher Electro-Mechanical Process a highly profitable source of income.

**Free!**

Send coupon  
for this valuable  
book now!



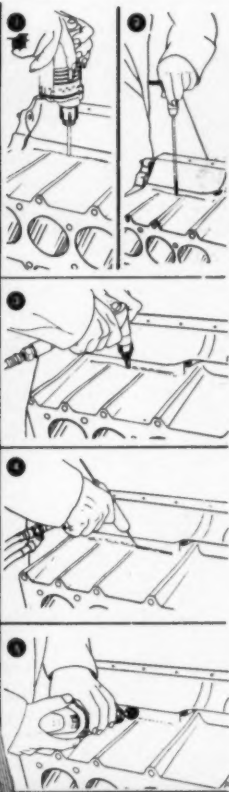
**TINCHER**  
*Alloy-Seal*

Wholly owned subsidiary of  
IDEAL INDUSTRIES, INC.

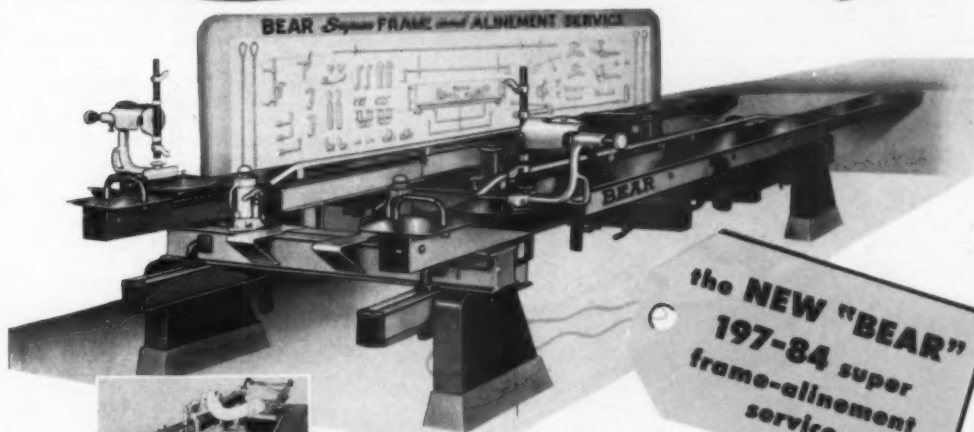
90% of all common cracks in engine  
blocks and heads can be repaired  
simply by circulating Tincher Alloy  
Seal as instructed on the can.

**TINCHER PRODUCTS COMPANY**  
903 Borden Avenue, Sycamore, Illinois  
Please send me the Tincher CRACK REPAIR  
Manual, FREE!

NAME \_\_\_\_\_  
COMPANY \_\_\_\_\_  
ADDRESS \_\_\_\_\_  
CITY \_\_\_\_\_ ZONE \_\_\_\_\_ STATE \_\_\_\_\_  
JOBBER'S NAME \_\_\_\_\_



"I'm putting in Golden "Bear" Services  
that will help keep the  
**NATION'S VEHICLES ROLLING**  
and insure sustained income for my shop!"



the NEW "BEAR"  
197-84 super  
frame-alignment  
service



Front step beam pulling frame.

Today, more millions than ever before, are turning to "Bear" Shops for car-saving and tire-saving service. Two powerful factors are at work to increase the demand for "Bear" straightening and alignment services... the national defense situation requiring conservation of cars and tires and the ever growing total motor vehicle registration.

Foresighted shop operators are doing something about this increasing demand. They are getting their shops equipped with units like the new "Bear" 197-84. By so doing, they are insuring sustained shop income during the years ahead.



New equipment like the "Bear" 197-84 increases efficiency; makes possible better jobs with less cost. The "197-84," for example, makes it easy to handle even the toughest straightening jobs. Simplicity of set-ups and operation save many hours of valuable manpower. New double step beams make possible four major straightening operations simultaneously — sidesway, sag, buckled side-rails and diamond frame. Your operator can easily and quickly

restore frames to manufacturer's specifications and you can safely guarantee every job. What's more, you can also do axle straightening and front-end alignment on the new "Bear" 197-84, including 5-point checking and correction of camber, caster, toe-in, kingpin angle and turning radius. With this new "Bear" Unit you've got power-to-spare in the rugged hydraulic power units and handy Flex-O-Power included in the "197-84."

Nationally Advertised

POST

Golden "BEAR"



with the early days of the industry, all is sunshine. In the 35 years I've been selling cars, there has really been a change along this line.

Recently I was at a large convention of bankers. One of the principal speakers was asked a question about a statement he had made concerning the automotive industry. He replied, "We don't have to worry about car dealers; they can take care of themselves."

Well, we still need the cooperation and help of the public and

of other businesses. But dealers are stronger than they ever have been before. And the automobile business is more stable and more mature.

Personally, I would rather fight for business when things are more normal than have the higher unit profits that come with curtailed production. Many headaches come with curtailed production—not only in sales but in other departments.

During my years in the automotive business, I've shared a lot

of ups and downs with fellow dealers. We've come through them in good shape so far and we can handle the new situations as they arise.

### Getting Profitable Jobs

(Continued from page 62)

\$26 for other models. The job takes around an hour and parts cost about \$4.

"Upper and lower control-pin jobs run \$18 for 90 per cent of the cars and \$14 for the balance. Our costs on this are an hour and \$6 for parts. On idler-arm or center-control-arm pins and bushings, price averages \$6.50, with 20 minutes time and \$2.50 for materials. Drag link and tie-rod ends run \$2.50 to \$6.50, requiring 15 minutes and parts.

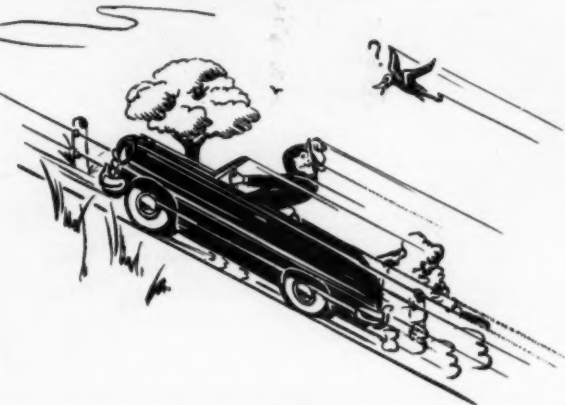
"We find that the jobs that most often run over our estimates are brake work, for we don't want to slow the line by taking off all four wheels and still we have to make the brakes absolutely right. But even there profits are very satisfactory.

"Already we have retrained a number of men who were formerly specialists in motor overhaul, clutch and transmission. They are now versatile front-end experts and are getting out the work faster than when the lane opened. Since all our men work on straight salary, there is no conflict about helping each other to promote efficiency. We save a considerable amount on labor by having the stock-room attendant perform many machine-shop services, such as lining spare brake shoes and honing bushings.

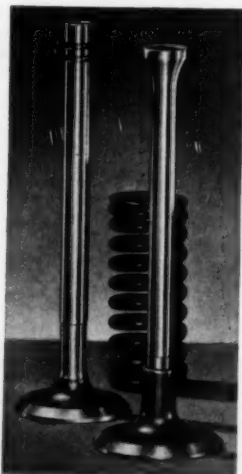
"We have found out how to sell the kind of work which fits into our production and profit picture. As volume grows we will further refine our technique of moving cars through the line by painting additional traffic lanes, providing more signs and more parking space."

The entire safety-lane equipment can be installed for \$1,500 to \$2,000, exclusive of concrete floor and building or canopy, Winkelman estimated. The cost will be less, of course, if some of the machines are already on hand.

First in the lane is the brake-testing machine, roller type, which costs around \$500, with perhaps \$50 for installation. The car owner can drive his car on the roller type himself, saving the services of an extra man.



help restore that "FIRST YEAR" pep...



## MANLEY *Chrome* VALVES and VALVE SPRINGS

Manley Valve Corporation  
Philadelphia 30, Pa.

District Sales Representatives:  
Lawrence M. Hirsig Co.  
Jacksonville  
J. S. Connell Co., Dallas

# "One satisfied customer tells another"



reports William J. Picone  
Bill Picone Garage  
Houma, Louisiana



"When I rebuild a carburetor with the Hygrade Fingertip System, I boost my reputation with the customer; he recommends me to his friends, and they in turn to others," says Mr. Picone.



"Because of this word-of-mouth advertising, my carburetor repair business has more than doubled since I opened my Hygrade Rebuilding Department," Mr. Picone goes on to say.



Includes the priceless Hygrade Manual, assortment of 20 kits to repair all Chevy, Plymouth, Ford carburetors; all the tools and equipment you need; cabinet; a continuing bulletin service; metal signs, outdoor banner, etc. (This outfit is worth over \$100.00.)

By building a "rep" as a carburetor expert, you attract more carburetor jobs; more tune-ups too. And when you turn out a rebuilt yourself, you can stake your reputation on it because you *know* you replaced *all* the parts that wear with brand new parts. Find out how you can qualify as a full-fledged carburetor repair man and rebuilder in one week's time, with the help of this revolutionary new system. Take the first step now. Write today for more information. HYGRADE PRODUCTS DIVISION, Standard Motor Products, Inc., 35-35 35th Street, Long Island City 1, New York.

## HYGRADE

### FINGERTIP SYSTEM OF CARBURETOR REBUILDING

*by the makers of Blue Streak Ignition Products*

Next in line is the scuff gauge at about \$300.

Third is the one-pole, front-end air lift at \$190, plus \$65 for installation. It picks up the whole front end quickly and smoothly for complete inspection, including wheel pulling. Johnnie & Mack always takes off the right front wheel on every inspection and checks the brake lining of the vehicle.

Fourth, the wheel spinner costs \$75.

On each side of the center lane,

under a canopy that is all the protection needed in Miami, is a stall for motor tune-ups, wheel balancing, installing kingpins or tie-rod ends and similar jobs. This is "window dressing" for the safety lane, since the customer can see the jobs done.

"This test equipment could be put in a space 30 feet by 15 feet, but a longer lane is needed for real volume and speed," Winkelman said. "One test man can run this set-up but we feel two are better, so they will have a little

breathing space and more time for intelligent selling."

In two months the lane increased daily gross in this type of work from \$100 to \$500, Winkelman said, with the surface only scratched. The gross breaks down at present into 50 per cent brake work, 40 per cent front-end work and ten per cent motor tuning and such.

He believes that shops with a smaller potential can adapt this basic principle to their own needs. They can place testing equipment to be as conspicuous and accessible as possible. They can, at the very least, keep some of the cars and clutter from barring the way to the tester. They can often provide a separate rack for testing only. And they can put up a big sign, advertise and promote preventive maintenance and safety to customers.

Many places which sell tires get a nice share of front-end work just by showing the customer uneven tire wear. If this simple demonstration gets results, much more can be expected from any sort of planned safety-testing, Winkelman believes.

"The customer can't see a kingpin," he emphasized, "but there's more profit in fixing them on a half-dozen cars than there is in some of the big 'headache' jobs. If you really want this more profitable work, you have to have the equipment and the selling set-up to make the car owner safety-conscious."

### Dodge Sends Letscher To Philadelphia

APPOINTMENT of Edward P. Letscher as regional manager at Philadelphia has been announced by E. C. Quinn, general sales manager of the Dodge Division. The region covers Washington, D. C., and parts of Pennsylvania, Virginia, West Virginia, Maryland, Delaware and New Jersey.

Letscher opened the division's regional office at Cleveland late last year. Prior to that he was regional manager of the Greensboro, N. C., region and assistant regional manager at Memphis. He joined Dodge in 1945.



**The Original Smithy's**  
SINCE 1920  
**CUSTOM-BUILT MUFFLERS**

*Your selling features are:*

- Straight thru type — all steel construction
- Blow-out and leak proof
- Back pressure reduced to a minimum
- Dynamometer tested for increased horse-power, performance and gasoline economy
- Deep tone

**INVESTIGATE . . .**

this money-making opportunity in Smithy's line of single and dual custom-built mufflers and exhaust accessories.

Display boards, folders, catalogs and newspaper mats available.

**JOBBERS AND DISTRIBUTORS IN PRINCIPAL CITIES**

Write for Catalog

**Smithy's MUFFLER MFG. CO.**

1718 Main St., Los Angeles 12, Calif. Phone Capital 1-2193

Or  
**CALIFORNIA MUFFLER SALES CO.**  
5638½ N. Broadway, Chicago 40, Illinois

# "GET YOUR SHARE OF THIS PROFITABLE BUSINESS!"

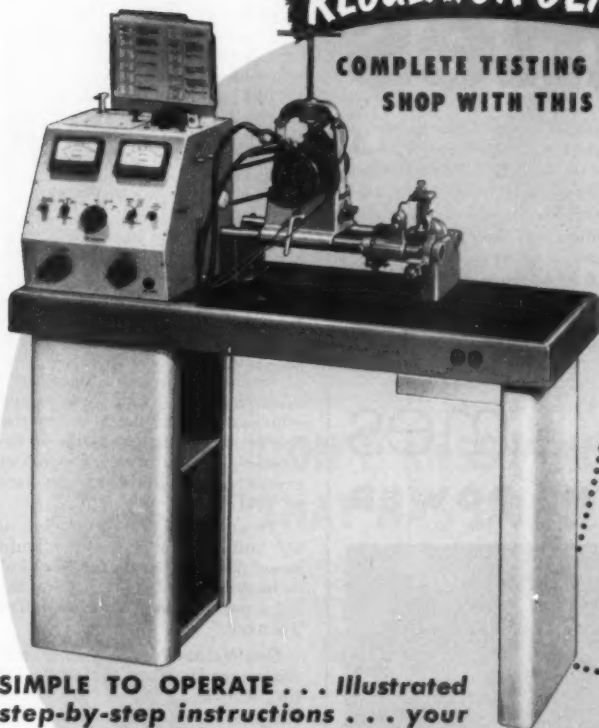


WITH THE

*Allen* E-555

## REGULATOR-GENERATOR SERVICER

COMPLETE TESTING AND SERVICING IN YOUR OWN  
SHOP WITH THIS ONE PIECE OF EQUIPMENT!



*Here is what the  
E-555 gives you—in  
one compact unit!*

GENERATOR TESTER  
REGULATOR TESTER  
MASTER GENERATOR  
REGULATOR PRE-HEAT  
OVEN  
ARMATURE LATHE  
MICA UNDERCUTTER  
ARMATURE GROWLER  
POLE SHOE SCREWDRIVER  
AND SPREADER  
PULLER PRESS  
TRICKLE CHARGER

**SIMPLE TO OPERATE . . . Illustrated  
step-by-step instructions . . . your  
own mechanics can do the work !**

Keep all the profits yourself . . . make more satisfied customers . . . do complete testing and servicing of regulators and generators in your own shop with this one compact piece of equipment.

Regulator-Generator testing and servicing is big and profitable business, and it is getting better every year . . . new car restrictions will make it even greater! With the new Allen E-555 you are prepared to get your share of the profits . . . the E-555 is a complete, independent and versatile department giving you all the equipment you need for complete service on passenger cars and light trucks. All the profits are yours . . . no outside labor or parts to buy.

Here are some of the services and tests you can do with the E-555 "package". Voltage and Current Regulator, Regulator Pre-Heating, Cut-Out Relay, Field Current Draw, Generator Output, Armature Test, Field Coil Test, Shorts, Opens and Grounds; Puller Press, Armature Lathe, Mica Undercutter, Brush Spring Tension, Brush Seating, Commutator Polishing.

**SEND TODAY FOR THIS BOOKLET!** Tells you in detail what the E-555 is, what it does, and how it will make profits for you. Sensational "comparison chart" shows no other servicer does as many jobs!



**ALLEN ELECTRIC AND EQUIPMENT CO. • 2801 N. Pitcher St. • KALAMAZOO, MICH.**

SOUTHERN AUTOMOTIVE JOURNAL for MARCH, 1951

## Manufacturers: The Future (Continued from page 67)

non-ferrous metals, the question of continued adequate supply will depend upon the decision made by the NPA in connection with the replacements-parts industry

"As a manufacturer we are most anxious and willing to provide the parts required by our customers, but the continued supply will depend upon the cooperation we obtain from the NPA as

classifying these materials as essential. We will probably require some priority to get the necessary materials for continued production on an adequate supply basis

"We believe we have adequate facilities to produce the items if the raw materials are available, which is the crux of the situation. We are now under way on our plant-expansion program which will give us added facilities for such increased production as may be required, both for the main-

tenance of transportation in supplying the functional parts required and for such defense work as may be allocated to us."

C. S. Rogers, general manager, P. & D. Manufacturing Co., Inc., Long Island City, N. Y.—"How does our unit production, percentage-wise, appear for the period beginning March 1 through June 30? From our own point of view, and regarding our own company, it looks very good. But in so far as the outlook for the last six months of 1951, it will all be predicated on whether or not the U. S. government puts in a similar order, such as L-158 that was used during World War II, for the automotive industry.

"If an order is issued by NPA, similar to L-158, I know that the automotive aftermarket will be termed as the chosen people in a chosen industry. I am certain the U. S. government will not try to upset the economic structure by stopping transportation on the highways of America. After all, we must put people into plants to carry on this tremendous emergency program the government has set up . . .

"The car manufacturers have been given contracts that run into many millions of dollars—for tanks, engines and so forth. This all means that we independent manufacturers and automotive wholesalers will have to do the job of supplying car dealers, repair shops, bus operators and fleet owners as we did during the start of 1941.

"In ending, I think everyone in the automotive industry should kneel down and pray to their God in heaven, and thank Him for being a part of the great automotive industry."

Don Nelson, sales manager, Replacement Division, Tuthill Spring Co., Chicago, Ill. — "We think there will continue to be a shortage of functional parts of motor vehicles. While our total production of leaf springs will be limited only by our capacity during 1951, replacement springs will be scarce because the available steel will also be scarce.

"Defense orders are rapidly crowding civilian replacement steel, simply because steel is made available for defense orders and not for civilian replacement parts. Until the NPA provides a priority, or allotment, of steel, our replacement production will be re-

# 4 times

4 times

# 4 times

With four times the power of light-hitting high-speed tools, the CP-528 FENDER IRON not only smooths out dents and wrinkles on car fenders and bodies, but does equally good work on heavy truck fenders.

A wide range of yokes meets the various requirements for deep well fenders, body panels and turret top jobs.

# 4 times

## THE POWER



When damage is not excessive, roughing out with CP FENDER IRON can be done without removing fender or wheel. The job is completed with no marred metal, and without requiring priming and painting.



Additional uses for the CP FENDER IRON are provided by attachments, such as a cutting tool for removing a badly damaged part of a fender for replacement with a new section.

Write for detailed  
information.



### CHICAGO PNEUMATIC TOOL COMPANY

General Offices: 8 East 44th Street, New York 17, N. Y.

AUTOMOTIVE SERVICE EQUIPMENT • FENDER IRONS • ELECTRIC TOOLS  
AIR IMPACT WRENCHES • AIR COMPRESSORS • PNEU-DRAULIC PUMPS



## Missing something, Mac?



Mac is missing a snappy undercoating job by not taking the "broad" view of this situation—just as some garage men and service station operators are missing an even broader view of their profit picture by not handling the fast-moving line of Monroe replacement shock absorbers.

Direct-acting Monroe Shock Absorbers are among the most profitable replacement items that you can carry. Monroe shocks are easy to sell, easy to install and the job takes less than 30 minutes with most cars. The customer drives away happy, and you ring up a nice profit.

Why not get some of this business? Call your jobber or write the factory today.

## DON'T MISS THIS SHOCK MARKET THAT HAS DOUBLED IN TWO YEARS



### 17,000,000 Cars Now on the Road with Direct-Acting Shock Absorbers

Two years ago, there were 8½ million cars with direct-acting shock absorbers. Now there are more than 17 million. That's how your market has grown—and

it gets bigger all the time, with direct-acting shocks being standard equipment on practically 90% of all cars made today. Don't miss your share of this key market.

Monroe Shock Absorbers are standard equipment on more makes of cars than any other shock absorber.

## MONROE AUTO EQUIPMENT CO.

Monroe, Mich. — World's Largest Maker of Ride Control Products

duced at least as much as 40 per cent.

"With raw-material allotment for civilian use, we should be able to continue to supply springs, for cars and trucks, for the balance of the year."

E. F. Eiseman, sales manager, Replacement Division, Burd Piston Ring Co., Rockford, Ill.—"With reference to the situation in regard to the possibility of Ha-Dees heater production and sales for the period beginning March 1 through June 30: Frankly, I wish

I could answer this question for you for it is entirely dependent upon receipt of materials which are on the critical list. For the indications now, it looks like the situation will not improve during the latter part of the year, and, if anything, we will not be in as good a position the last half of the year as we are the first half.

"We did have some stock on hand which we were able to use up which we are not able to replace. The backlog of heaters we now have on hand is higher than

at any time during the past two or three years, and the orders are increasing rather than falling off, as is normally the case at this time of the year. We are getting very few cancellations.

"This, of course, is due to the fact that the vehicle manufacturers just do not have sufficient heaters to take care of their requirements, with the result that the automotive replacement jobber is being used as a source of supply.

"We would like to be somewhat more optimistic in our predictions for this year, but with the conditions that we are facing, we are up against the problem of securing materials which is as bad, if not worse, than it was at any time during World War II."

John J. Nopper, sales promotion manager, The AP Parts Corp., Toledo, Ohio—"The ability of our company as a manufacturer of mufflers and tailpipes to produce and deliver merchandise to our distributors, jobbers and dealers is directly dependent upon our steel supply. Although at the time of this writing our daily production of both mufflers and pipes continues at a level higher than ever before in our history, factors in the future such as new-automobile and truck production, the classification of mufflers and pipes as a product essential to our national defense program, percentage of steel allocated to military orders only and the volume of sheet and coil steel produced by the steel makers in accordance with federal controls make it impossible for us to furnish any comparative or possible production figures.

"In the meantime, our efforts are being extended to maintain a satisfactory flow of mufflers and pipes to our accounts and to the merchandising and promotion of our companion automotive products, Miracle Power and dgf-123."

#### They're Confused, Too!

The man who has to explain a lot of these things to the car owner isn't confused all by himself. Here are brief quotations from well-known manufacturers who asked that their identity be withheld:

"The indefiniteness and confusion that exists in governmental allocations and restrictions on use of material makes it impossible, I believe, for anyone to predict, with any degree of accuracy, what



**versatile  
sturdy  
safe**

### Check These Features of the New Model "B"

- Increased Reach Under Car
- Wide Spread Lifting Hooks
- Complete Safety
- Smooth Operation
- Reduced Friction
- Decreased Weight
- Greater Ease of Handling
- Easily Serviced
- Wheels Cannot Seize
- Increased Accessibility
- Low Compressed Air Requirements
- Improved Protected Cylinder Assembly

## Pays for Itself in 6 Months

With one hour of labor saved per day with this amazing new Lift . . . after six months those profits belong to you.

Thousands of alert car dealers, garages, body shops, and service stations are making money with the Automatic One-End Lift by saving time and effort . . . by making hard jobs easy.

Here is a lift that is perfect for:

- Shops above the ground floor
- Shops too small for a permanent Lift
- Shops over water, rock, or sand
- Shops with low ceilings

. . . or as an auxiliary Lift for peak work periods.

Completely safe and portable, the Automatic One-End Lift locks "STEEL ON STEEL" at any one of six working heights . . . 20", 26", 32", 38", 44", 50".

The Lift operates off the nearest air hose and when idle, can be stored in a 2'x5½' space. Ask your jobber today about an Automatic One-End Lift. Write for Catalog Z-2.



**AUTOMATIC STEEL PRODUCTS, INC.**  
**CANTON 6, OHIO**

AUTOMOBILE JACKS • AUTOMOTIVE GRINDING WHEELS • LINMAR WATER PUMPS • MERCURY CLUTCHES

# HERE'S A REAL MONEY-MAKER FOR YOU

## MAKE QUICK, EASY SALES! CASH IN, AS NEVER BEFORE, ON THE HUGE CAR-LIGHTER REPLACEMENT MARKET!

Surveys show 3 out of 5 car owners have Lighters that are burned out, lost or stolen. This compact, colorful counter and window display, complete with action-flasher and new type illumination, costs only 2½ cents per month to operate day and night — yet tests show it rings up record-breaking sales every day in the week!

### WITH EACH *Extra Value* CASCO LIGHTER DEAL No. L 500

CONSISTING OF:	Retail Price Ea.
6 VIS-O-LITE ILLUMINATED LIGHTERS	\$2.75
6 CASCO "POP-OUT" REPLACEMENTS	\$1.50
6 CASCO REPLACEMENT HEATING ELEMENTS	\$1.00

YOU GET

**THIS Action Packed FLASHER FREE**  
**SALES-MAKER**

YOUR COST ..... \$18.90

YOUR SELLING PRICE \$31.50

YOUR PROFIT ..... \$12.60

**YOU MAKE A BIG 40% PROFIT**

and get a valuable, illuminated flasher display... **PLUS** a complete kit of other sales-making advertising material... **FREE**

For new and unusual automotive accessories  
Casco Products Corporation • Bridgeport 2 Conn.

Southeast Repr: LAWRENCE M. HIRSIG & CO.,  
201 Hildebrandt Bldg., Jacksonville 2, Fla.



## ORDER DISPLAY L 500

THRU YOUR JOBBER

It consists of:

### 6 CASCO VIS-O-LITE AUTOMATIC ILLUMINATED CIGARETTE LIGHTERS

Exclusive Vis-O-Lite illuminated dashboard well guides, hand cradles back, avoids scratched dash, keeps eyes on road. Individually boxed — 6 to display carton.

No. L31 \$2.75 FAIR TRADES

### 6 CASCO REPLACEMENT AUTOMATIC "POP-OUT" UNITS

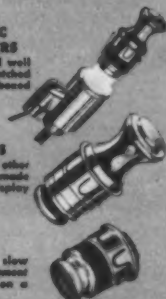
Heavy Chrome knob blends neatly with other accessories on dashboard. Fits all Casco-made lighter dash wells. Packed 6 units to a display unit.

No. L32 \$1.50 FAIR TRADES

### 6 CASCO REPLACEMENT LIGHTER HEATING ELEMENTS

Replacement for burned out, weak or slow lighters. Simply screw into original equipment base. Packed 6 mounted on a counter display card.

No. L33 \$1.00 FAIR TRADES



**CASCO**

PLUS YOUR FREE SALES-MAKER DISPLAY

Southwest Repr: HIRSIG-FRAZIER COMPANY  
Box 1140, 807 Cotton Exchange Bldg., Dallas, Texas

may be the situation three or six months from now.

"We expect, and hope, that the government will get around to 'end-use' allocation of material, in which event the replacement-parts industry should enjoy the preferred rating that it held in World War II."

Said another manufacturer:

"I honestly don't want to go out on a limb on (predicting) production. Things are moving so rapidly now in Washington, with new orders coming out almost daily, it

is impossible to give any accurate information."

And another:

"From our angle up here we are continuing to operate the best way possible and shipments are going out in pretty fair shape. There is a definite shortage of steel here and it is going to undoubtedly get a little bit worse until a controlled materials plan comes into action, which probably is some months away. We would appreciate it if you would not use our name, or quote us on this, be-

cause things may happen tomorrow that would change the entire picture in some of our manufacturing."

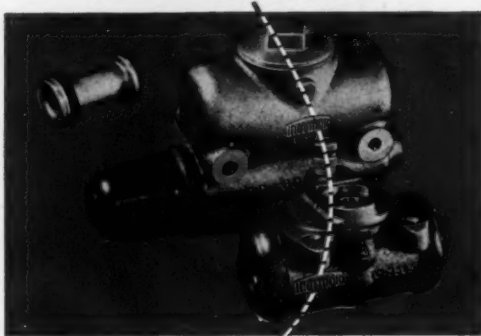
And still another:

"Surely, there are shortages and probably will be more. Anyone who has read the copper order, the aluminum order, the steel order, together with the amendments that have already been tacked on these orders, cannot help but see the terrible state of confusion that prevails at the present time in Washington and the thorough lack of understanding of the replacement-parts industry that prevails.

"You, of course, will remember the confusion that we had during the last war, but eventually we came up with Order L-158, which wasn't too bad, and under which we all operated quite successfully. It is my personal opinion that this same condition will prevail some time in the near future."

## Look For The Name

# Thermoid



## And Get These Advantages

- **Cups** and other rubber parts are made of natural crude, specially compounded for toughness and resistance to wear. Into these parts goes all of Thermoid's specialized experience in the manufacture of rubber products, including fan belts and hose—as well as conveyor belting, transmission belting and many other industrial rubber products.
- **Castings** of special analysis gray iron alloy protect you against flaws which cause breakage of inferior castings, and excessive porosity which results in leakage.
- **Cylinders** honed to a scratch depth of less than 25 millionths of an inch are one more example of the "Precision Processing" that characterizes all Thermoid products.

*The Thermoid name on Hydraulic Brake Cylinder Assemblies and Parts is your best protection against comebacks*

# Thermoid

Thermoid Company • Trenton, New Jersey

the standard of precision processing in brake lining, brake blocks, hydraulic fluid, cylinder assemblies, hydraulic brake parts.

## Packard Hopes to Maintain Current Production Level

**B**ARRING further government restrictions, Packard Motor Car Co. hopes to produce "approximately the same number of 1951 Packards in the second quarter" as it plans for the first three months of the year, LeRoy Spencer, executive vice-president, said at the Chicago Automobile Show last month.

Packard cut production by 20 per cent earlier this year in compliance with government orders.

Spencer cautioned the dealers at the meeting "not to forget your master salesmanship" during a period when cars might be in short supply. "The public quickly forgets the fine product and high acceptance if salesmen are indifferent and arrogant," he warned.

"In the challenging months of crucial mobilization ahead, we must try to find the answers to problems involving traffic congestion and highway safety," he said. "As military demands increase, we must learn to take such good care of our present cars that their usefulness will be stretched indefinitely."

During the second quarter of 1950 the Guide Lamp Division of General Motors used an average of 130,037 glass and plastic lenses each working day in the manufacture of lighting equipment for various motor vehicles.

Show it to car owners  
and you'll make **\$ALES!**

"Knuckle  
Joint Hook"  
fits em all...

...the old ones

...the new ones

...the small ones

...the big ones

## HEIN-WERNER HYDRAULIC *"Bumper-Lift"*



Grips the bumper  
like a hand

the only  
hydraulic  
jack with  
the famous  
"Knuckle-Joint  
Hook" designed  
to fit ALL cars

Here's the jack for you to sell to car owners  
for their use when they have to change tires  
or do other jobs requiring a good depend-  
able jack.

The "Knuckle-Joint Hook," which is an ex-  
clusive Hein-Werner feature, securely fits any  
bumper on any car . . . Accommodates even  
lowest built cars . . . Raises to extreme high  
of 31 1/2" . . . Model V-120 . . . Capacity  
1 1/2 tons.

*Hein-Werner*  
HYDRAULIC JACKS

HEIN-WERNER CORPORATION • Waukesha, Wis.

The HEIN-WERNER line of hy-  
draulic jacks is COMPLETE! It  
includes "Bumper-Lift" Hydraul-  
ic Jacks for passenger cars . . .  
Under-Axle Jacks for trucks and  
buses . . . "Swift-Lift" and

Service Jacks for shop use . . .  
Cylinder Sleeve Pullers . . . "Push  
and Pull" Hydraulic Jacks for  
body, fender and frame work  
... Ask your jobber, or write  
us for details.

Model V-120

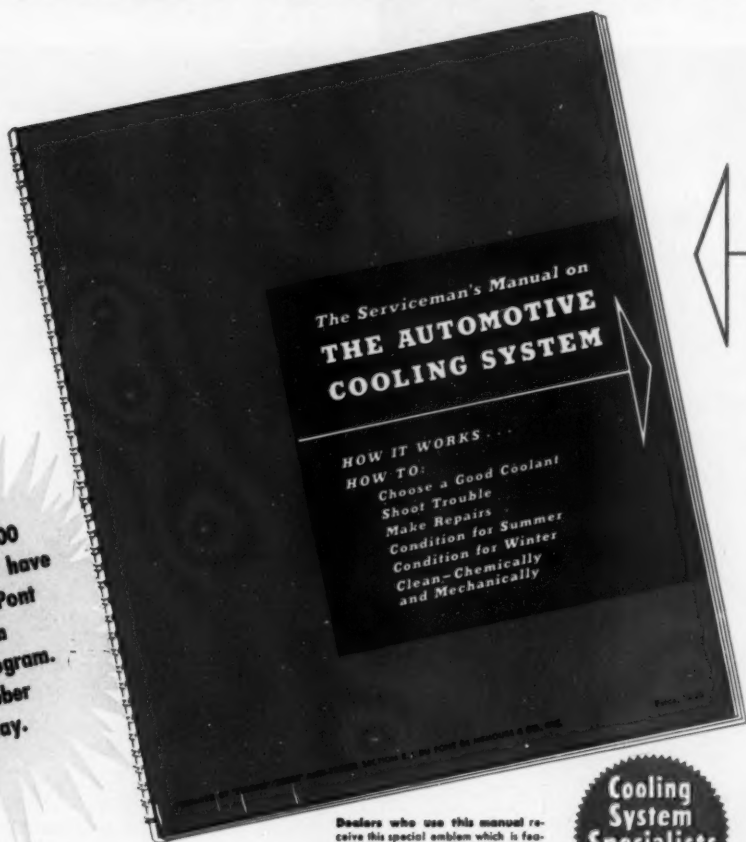
SOUTHERN AUTOMOTIVE JOURNAL for MARCH, 1951

115



# Your trade must make

More than 20,000  
dealers already have  
joined the Du Pont  
Cooling System  
Specialists Program.  
Ask your jobber  
about it today.



Dealers who use this manual receive this special emblem which is featured in "Zerone"—"Zerex" advertising.

**Cooling  
System  
Specialists**

CARE WILL SAVE YOUR CAR

*It helps you sell more of all four...*

**1. COOLING SYSTEM SERVICE.** You can get good money for cooling system service the year round. But that's only part of the story. There's a world of business under the hood and cooling system service opens the door to it. For example...

**2. PARTS.** Once under the hood you'll spot the need for replacements that mean better motoring for your trade and good profits for you. Here's your chance to step up sales of—hose, fan belts, thermostats, spark plugs, oil filters and many other items.

**3. CHEMICALS.** Using the handy "Zerone"—"Zerex" sales tool that comes with the "Specialists Program" will increase your sales of chemical cleaning jobs. And a check for leaks will often lead to a sale of cooling system sealer.

**4. ANTI-FREEZE.** When you work the Cooling System Specialists plan, your anti-freeze sales go up, too. That's because it helps you do a better all-round job of sales and service. To your customers you become "cooling system headquarters."

*... and it's a quick way to make  
experts out of new employees!*

# their cars L-A-S-T !

**This Du Pont manual shows you how to keep  
the vital cooling system in top operating shape  
... and make good profits, too!**

**T**HE Du Pont Cooling System Manual is just one of the important features of the "Zerone"- "Zerex" Cooling System Specialists Program—and what a feature it is! Big diagrams and simple, easy-to-understand text explain the entire cooling system in a way that even your greenest employee can understand. With it you'll be able to spot your customers' cooling system troubles faster—speed up repairs—and *sell* cooling system service

the year round at a good profit to you.

Why not prepare now to capitalize on your customers' real needs? At today's higher car prices—and with the possibility of new cars getting scarce—your customers are open to suggestions on ways to make their cars last. Cooling system service is one of those ways—and a profitable one, too! Ask your jobber today for details on the Du Pont Cooling System Specialists Program!



**"ZERONE"** Every year more motorists buy "Zerone" anti-freeze than any other brand. Order this fast seller now, to make sure to get your share of the growing market for standard-priced anti-freeze.



BETTER THINGS FOR BETTER LIVING  
... THROUGH CHEMISTRY

**"ZEREX"** "Zerex" anti-rust anti-freeze is the new favorite among premium priced anti-freezes. When you stock both "Zerone" and "Zerex," you're in a position to meet the needs of all your customers. \*REG. U.S. PAT. OFF.

## Crankcase Oil for Fuel!

(Continued from page 71)

Augusta, after a preliminary study and conferences with Schlapp and his partner, W. L. Schaffer.

One of the big considerations was to make certain that the special carburetors would atomize the heavier oil efficiently and that no appreciable amount of foreign matter got through to clog the mechanism. The extremely cold weather which swept in a few

weeks before the end of the year gave the entire set-up a chance to prove its efficiency.

This test, the trio agreed, came off with full credit to the system.

## Safety Is Your Business!

(Continued from page 69)

dent tax of 10 per cent on highway transportation.

That's the national picture. Let's see how the 19 states serviced by the SOUTHERN AUTOMOTIVE JOURNAL fared by compari-

son. Listed are the number of fatalities by states for 1950 with the percentage of increase or decrease compared with 1949. The increase in fatalities for these states is 17 per cent compared with 11 per cent for the nation.

	Motor-Vehicle Fatalities		% Change 1949 to 1950
	1950	1949	1950
Ala.	789	574	+37%
Ark.	385	390	- 1%
Del.	83	81	+ 2%
Fla.	866	565	+32%
Ga.	882	706	+25%
Kan.	524	494	+ 6%
Ky.	656	573	+14%
*La.	499	468	+ 7%
Md.	494	459	+ 8%
Miss.	463	362	+28%
Mo.	877	788	+11%
N. M.	327	293	+12%
N. C.	977	843	+16%
Okla.	496	518	- 4%
S. C.	660	539	+22%
Tenn.	716	593	+21%
Texas	2,382	1,928	+24%
Va.	905	800	+13%
W. Va.	370	356	+ 4%
Totals	13,351	11,421	+17%

\*The report for Louisiana includes 11 months only.

Percentage increase in fatalities for the nation, 1950 vs. 1949, 11 per cent.

## A Plan of Action

What is being done to check this rising tide of accidents, which, if allowed to continue at the present rate, may result in demands for restrictive controls to protect the public?

Solution of traffic accidents must be applied at the "grass roots"—in the states and communities where they occur. Following the first President's Highway Safety Conference, the automotive and allied industries were called upon for increased efforts through their dealer outlets. The industry accepted this challenge and organized the Inter-Industry Highway Safety Committee. The national committee, sponsored by the automobile and tire manufacturers and the National Automobile Dealers Association, consists of four representatives from each group.

The function of the committee is to establish policy and select those areas of safety activities which will help reduce accidents and in which dealers are best qualified to assist. Let's examine

In SOME countries, this sign means  
"Unguarded Level Crossing."

**EIS** is the Stop-Sign of Brake Fluids that give your customers the greatest protection in all climates—in any extreme of temperature.

Whether your specifications call for "Moderate" or "Heavy Duty", EIS will fill the bill. They meet or exceed SAE requirements.

Check fluid when you check brakes! Refill with EIS Super 40 or EIS Super 50 for the PLUS profit.

They're packaged in a complete line of sizes from 3 oz. refills to 55 gallon drums.

**EIS AUTOMOTIVE CORP., MIDDLETOWN, CONN.**

Ask Your Jobber or Write Us Direct.



One of a series of "EIS SIGNS OF SAFETY" messages published in cooperation with the National Safety Council.

# 55% more refinishing profit with factory-method finishing!



**"Exceeded highest hopes!"** writes Donald A. Schafer, Sr., general service manager of E. M. O'Donnell Co., Inc., Syracuse, N. Y., one of the largest Ford dealers in the country. "When we installed our Brake Shoe equipment and began to promote factory-method finishing in our advertising, volume went up and costs came down. Profits are now up 55% in the refinishing department, 60% in the body shop department!"

**Jobs advertise the shop.** "We've maintained a steady volume of refinishing all year long, and can now handle 15 complete jobs a day. The high quality of the finished jobs has occasioned favorable comment, and brought much new work into the shop. The equipment is trouble-free . . . maintenance next to nothing."

**What about you?** You can cash in on your local area's share of the huge national refinishing potential—the more than 28,000,000 cars over 5 years old now in use, plus the extra emphasis on maintenance created by the probability of cut-backs in manufacture—by putting the Brake Shoe factory-method finishing plan to work in your neighborhood.

## WHAT EQUIPMENT WILL YOU NEED?

1. The mobile, infra-red Auto-Bake oven, that dries a showroom finish to granite hardness in 30 minutes.
2. The Micro-Spray gun, which sprays an extra-smooth finish by atomizing paint extremely fine and distributing it exceptionally evenly.
3. A standard packaged spray booth to prevent dust and turn out jobs cleaner and safer, is often a profitable investment.
4. A Kellogg-American air compressor to economically supply air to meet peak loads without loss of operator time.

**Mail the coupon** today for detailed information on how Brake Shoe can help make your shop the Number One refinishing shop in your area.

American Brake Shoe Co.  
Kellogg Division  
96 Humboldt Street  
Rochester 9, N. Y.

☐ Please send me detailed information on the Brake Shoe Turnover Plan.

☐ Please have a representative call to discuss the Brake Shoe Turnover Plan with me.

NAME.....

FIRM.....

TITLE.....

ADDRESS.....

CITY.....ZONE.....STATE.....

AMERICAN

**Brake Shoe**

COMPANY

KELLOGG DIVISION, 96 HUMBOLDT ST., ROCHESTER 9, N. Y. • DOMINION BRAKE SHOE COMPANY, NIAGARA FALLS, ONT.



some of the projects from the standpoint of accident reduction in your state and their tie-in with your business.

#### High School Driver Education

Only a small percentage of the 60 million licensed drivers have received adequate and proper instruction in driving an automobile. Therefore, it is essential we build a nation of better drivers by proper instruction and training. To accomplish this, the most effective approach is to start with

the "new" driver.

Unfortunately, the record of the young drivers is not the best. Accident reports from 28 states show drivers under 25 years of age were involved in 28 per cent of all fatal accidents. Studies have shown that the high-school-age driver, receiving both classroom instruction and practice driving, has up to 50 per cent less accidents than the non-trained driver of the same age group. His traffic violations are also materially reduced.

Because of the young-driver accident record, an insurance official has estimated parents of boys and girls under 25 are paying \$125 million dollars each year in additional insurance premiums so their children may drive the family car. Since some two million boys and girls become of driving age each year, the high schools of the nation could train each student for less than one-half the amount now paid in additional insurance premiums, or \$60 million dollars. This figure is based on an average cost of \$30 per student, which is high for many areas.

During the 1949-50 school term automobile dealers throughout the nation lent more than 4,500 cars to high schools for use in practice driving. Since cars are a major item of expense in conducting the courses, an ever-increasing number of young people are being given the opportunity to receive proper driving instruction through this voluntary cooperation of dealers. This support has been an outstanding factor in the steady growth of the program.

If your local high school does not offer a course in driver education, why not contact the school authorities and outline the need for such training? The support of your parent-teacher groups, civic clubs and other organizations can help assure the success of this program in your community.

Although increased interest has been responsible for the recent steady growth of driver education in the high schools, unfortunately only 15.6 per cent of the eligible students (tenth grade) were trained during the 1949-50 school term. What can be done to encourage better driving by the 85 per cent not privileged to receive such training?

#### Safety by Agreement

Nearly two years ago our committee released for use of state and local dealer safety committees, public officials and all interested organizations an activity called the "Man-to-Man" and "Dad-to-Daughter" Good Driver Agreement Program, featuring legal-looking agreements for the voluntary signatures of fathers and eligible sons or daughters. These agreements outline eight rules of good driving conduct which sons and daughters agree to observe in using the family car.

After signing the agreements

#### "STANDARD OF THE TRADE"

**BALANCED  
FINISH  
APPEARANCE**



## Snugl WHEEL BALANCING WEIGHTS

### OUTSTANDING FEATURES

- ★ SNUGL design . . . no recesses to collect mud or dirt that causes unbalance condition.
- ★ The exclusive DOVE-TAILED spring steel clip.
- ★ The name SNUGL (registered trade mark) on every weight.

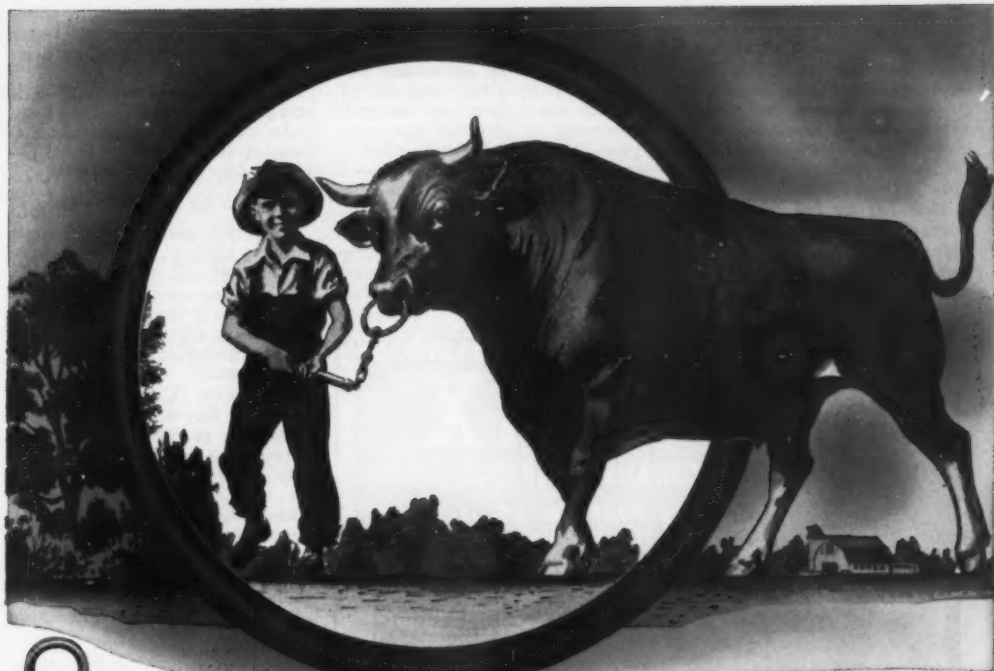
SNUGL offers you seven (7) types of balance weights covering fifty-one (51) sizes for Passenger Cars, Trucks and Busses. Write for Catalog.



**W. M. W.**  
WESTERN AUTO PARTS  
MANUFACTURERS  
EXCLUSIVELY  
INDIANAPOLIS, INDIANA

WEST COAST FACTORY  
WHITTIER, CALIFORNIA





# Ring Controlled...<sup>\*</sup>

## FOR A BETTER RIDE!

As every mechanic knows, it takes a ring to seal the power of a piston. That's why Gabriel Hydr-O-Shox provide long lasting uniform ride control. Gabriel's exclusive patented piston uses an O-ring seal! Gabriel's new valving principle attains an extra degree of gentle control...not harsh...not soft...

but positive. Gabriels have the power to control over the hardest ride conditions. Gabriels have more firsts in engineering design than any other direct acting shock absorber. It pays you to handle the leader.

**THE GABRIEL COMPANY**  
Cleveland 3, Ohio



<sup>\*</sup> PATENTED  
PISTON  
USING  
O-RING  
SEAL

<sup>\*</sup>Patents referred to herein  
are Gabriel Patent Nos.  
2,368,007, 2,394,356, 2,396,237.  
Other Patents Pending.

# GABRIEL HYDR-O-SHOX

ANTENNAS • THERMOSTATS • COIL SPRINGS • FLEXIBLE TUBING • HELPER SPRINGS • METALUME & "CELASTIC"

SOUTHERN AUTOMOTIVE JOURNAL for MARCH, 1951

with their father, young drivers are eligible for membership in "Man-to-Man" or "Dad-to-Daughter" Good Drivers Clubs. Club cards, designed to be carried with the driver's license and to serve as a constant reminder of the eight good driving rules they have pledged to observe, are also available.

This activity has had the support of Robert Young (motion picture and radio star), governors, other public officials, civic, business and safety organizations,

as well as automotive industries and their dealers. Thus far more than three and one-quarter million copies of the agreements and club cards have been distributed.

With two million boys and girls becoming of driving age each year, the program lends itself to continuous promotion. It has a direct appeal to parents because it involves the safety of their children and use of the family car. Here is an opportunity for contact with the parents in your community which will demonstrate

your interest in helping to reduce accidents by encouraging better driving habits among young drivers.

Sample agreements, club cards and posters may be obtained from state automobile dealer associations or the Inter-Industry Highway Safety Committee office.

#### "Look Out for That Crazy Driver"

To help improve driving habits of other age groups it is necessary to use new and different appeals in a continuous educational program. This is the method used in the "Look Out for That Crazy Driver" program recently released nationally.

A booklet, "Crazy Drivers," is available for distribution which illustrates in cartoon style, with appropriate captions, 12 of the unsafe driving practices seen daily on our streets and highways. These illustrations lend themselves to reproduction in newspapers and can also be used as the basis for radio and television presentations. Sample booklets are available from sources previously mentioned.

#### "Good Drivers Drive Safe Cars"

With production of cars and trucks an unknown quantity as the defense effort is stepped up, the need to conserve and maintain our present equipment in safe operating condition becomes increasingly important. Contrary to general belief, our highway transportation system is below par compared with the start of World War II. For example, more than 40 per cent of our cars are ten years old or older compared with 17 per cent in 1941, while the average age is eight years, versus 5.5 years. In addition, only 12 states and the District of Columbia require periodic motor-vehicle inspections.

A nationwide safety-check of cars and trucks conducted last year showed 29½ per cent were in need of maintenance attention to one or more parts affecting safe vehicle operation.

To focus attention on unsafe vehicles and their relationship to accidents, the National Safety Council will sponsor a nationwide vehicle maintenance program during May. The slogan "Good Drivers Drive Safe Cars—Check Your Car . . . Check Accidents" will be emphasized. Special attention will also be directed to trucks. Support of the automobile

# AJAX

## HYDRAULIC SERVICE JACKS

HAVE EVERYTHING IT TAKES  
TO GIVE YOU YEARS OF  
TROUBLE-FREE SERVICE





**TROUBLE-PROOF POWER UNIT**  
Heart of all Ajax hydraulic service jacks is this precision engineered, ruggedly built hydraulic power unit. Every vital part is heat-treated.



**DIRECT LINE DRIVE**  
This exclusive feature assures trouble-free performance by eliminating side strains on the power unit which cause leakage of jack fluid.



**SPEEDY, FACTORY-QUALITY REPAIR SERVICE**  
8 Direct Factory Branches and 9 Authorized Service Stations staffed with factory-trained specialists provide fast, preventive maintenance and repair service with new jack guarantee.

● Here are two fast, rugged, hydraulic service jacks designed and built for long-lasting, dependable operation. Ease of operation . . . ample chassis length for dollying . . . positive locking 2-position handle adjustment . . . gravity centered balance for quick positioning make them a favorite for speedy, efficient work.

**AJAX No. 278E**—2 tons capacity—handles all passenger cars and light trucks with ample margins of safety and power.

**AJAX No. 278A**—4 tons capacity. Easily handles all passenger cars and all but the heaviest trucks and tractors.

In the uncertain times ahead, it's doubly important that you have good, sturdy dependable lifting equipment. Start modernizing your shop with Ajax Jacks, the complete coverage line of finest quality jacks.

**AJAX AUTO PARTS COMPANY • RACINE, WISCONSIN**



**AJAX . . . THE COVERAGE LINE OF QUALITY JACKS**

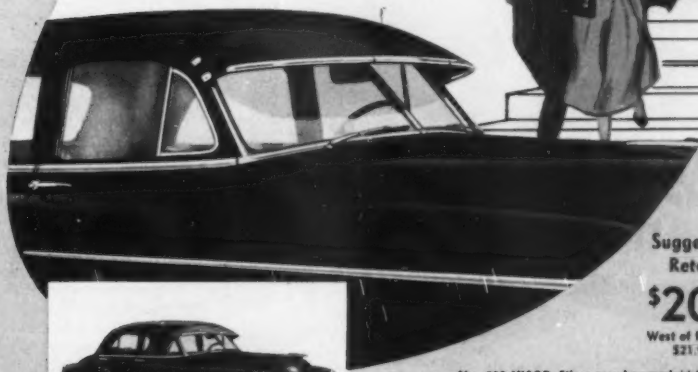
*Look at the  
new Santay*

**Styl-Flo**

**VISOR**

Fully contoured to blend perfectly with the lines of the car top. Has that "custom-made" look yet is universal and will fit almost every automobile. Easy and perfect installation . . . no flutter, no whistle, no rattle. Constructed of heavy gauge steel with polished non-rusting stainless steel trim and soft green glare proof under finish. The greatest value in visors on the market today.

Priced for quick, easy **SALES** . . . greater profits for **YOU!**



Suggested  
Retail

**\$20<sup>95</sup>**

West of Rockies  
\$21.95

No. 900 VISOR. Silver gray hammered finish for immediate installation. No painting required.

No. 910 VISOR. Prime green finish for re-painting to match car color.

All visors individually boxed. Shipping weight 9 lbs.

**AVAILABLE FOR IMMEDIATE DELIVERY**

ONE MODEL FITS MOST CARS AND TRUCKS

351 359 NORTH CRAWFORD AVE ★ CHICAGO 24 ILLINOIS ★ TELEPHONE SACRAMENTO 2, 2901

manufacturers, N.A.D.A. and tire manufacturers is being coordinated through the Inter-Industry Committee. The following ten items affecting safe vehicle operation will be checked during the program: brakes, front lights, rear lights, steering, tires, exhaust system, glass, windshield wiper, rear-view mirrors and horn.

Manufacturers have already pledged their support in publicizing the program through newspaper, radio, television, direct-mail and billboard outlets. Stories

in house organs and company publications will urge motorists to have their cars safety-checked. Dealers will be advised of full details and suggestions for their participation.

N.A.D.A. will cooperate through articles in their magazine, and special messages to dealer associations and members. Dealers will be asked to lend support in their local advertising and identify their place of business with this activity so that car and truck owners may be made aware

of the need to have vehicles checked for safe operation to prevent accidents and conserve manpower as well as essential transportation facilities.

Brochures describing a kit of special display materials will be forwarded each dealer by his company or dealer association. Included in each kit will be pads of special duplicate safety-check sheets listing the ten items of the vehicle to be checked, with space for "Attention Required for Safe Driving" and a column for the estimated cost. One copy of the safety-check sheet is for the customer, the other to be retained by the dealer. Encourage your customers to have their cars "Serviced for Safety" during May.

The safety activities outlined above are only a few examples of accident-prevention programs being conducted throughout the nation. Since the future of highway transportation depends upon use of the vehicles you sell or service, your participation in such programs provides an opportunity for public service that also benefits your business.

*Editor's note: Anyone interested in contacting the Inter-Industry Highway Safety Committee for additional information on the safety program may write to 1026 17th Street, N.W., Washington 6, D. C.*

#### Manpower-Problem Answer (Continued from page 72)

sit out the next war. Both have been with me for over two years. They're both good men, fully capable of helping to train new help which we may be forced to take on.

How long will it be before things will be plenty tough in manpower shortage? I figure that we've got until about June 1 before we'll find it necessary to scrounge around for labor, because by that time the draft will have pulled mighty heavy on the supply in this country.

#### Newman Heads Vicksburg Group

J. J. Newman has been elected president of the Vicksburg, Miss., Automobile Dealers Association. Other officers are: J. E. Blackburn, first vice-president; Tom Pullen, second vice-president, and Johnny Holland, secretary.



**You** have always recognized the quality and uniformity of Johnson Bearings; now, you can readily recognize the attractive Johnson package. You can be sure they are the genuine Johnson Con-Rod Bearings—made to the same precise specifications as those furnished automotive builders for the original equipment. They now join the other Johnson Motor Bearings in distinctive new dress.

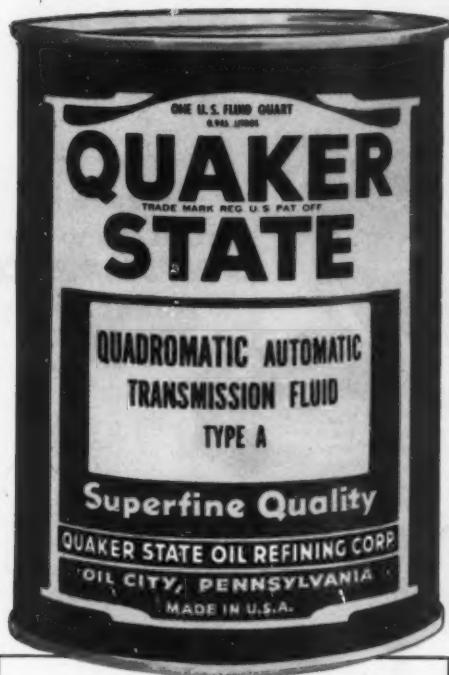
Johnson Connecting Rod, Camshaft and Main Bearings are packed in **COMPLETE** sets for all leading makes of cars, trucks and buses.

Know the Johnson line of automotive bearings and bushings. Write today for new catalog.



# FOR BEST PERFORMANCE USE

## AUTOMATIC TRANSMISSION FLUID "TYPE A"



To assure your customers the utmost in automatic transmission performance, use Quaker State Quadromatic Automatic Transmission Fluid, Type A, in their cars.

### QUAKER STATE

SPECIALLY DEVELOPED FOR AUTOMATIC TRANSMISSIONS, AND SPECIFICALLY APPROVED BY GENERAL MOTORS AND OTHER AUTOMOBILE MANUFACTURERS. ARMOUR INSTITUTE QUALIFIED.

*Quaker State Quadromatic Automatic Transmission Fluid, Type A, has eight outstanding advantages:*

1. Mixes perfectly with oil used for initial factory fill.
2. Maximum stability—won't form harmful sludge or varnish.
3. Minimum change in body with changes in temperature.
4. Low volatility—no disagreeable odors when hot.
5. High resistance to foaming.
6. Gives greatest protection against corrosion.
7. Minimum effect on seals and gaskets.
8. Special "oiliness" properties for clutch and planetary band lubrication.

QUAKER STATE OIL REFINING CORPORATION, OIL CITY, PA.

SOUTHERN AUTOMOTIVE JOURNAL for MARCH, 1951



the Edge in Brake  
Lining for the  
**QUALITY MARKET!**



### Safety Rated WIRE-BACK SETS

#### HIGHER RESIN CONTENT!

Greater density... less fade... longer life!

#### SPLIT WIRE CONSTRUCTION!

No warp... better heat dissipation!

#### GROUND ON BACK OF SHOE!

Assures better fit... fewer adjustment comebacks!

the Edge in  
Brake Lining for  
**CAR DEALERS or  
BRAKE SHOE  
EXCHANGE!**



Copyright 1951 by Asbestos Mfg. Co.

### Safety Rated DELUXE SETS

#### NO FADE plus LONGER WEAR

—yet NO SACRIFICE IN SOFT PEDAL!

#### EIGHT DIFFERENT COMPOUNDS

for proper friction on proper shoe!

#### PROPER FRICTION VALUE

for heat resistance, density and resilience!

the Edge in  
Brake Lining for  
the **POPULAR PRICE  
MARKET!**



### Safety Rated FULMOLD SETS

#### COMPETITIVE DRY-PROCESS

Lining for all popular applications!

#### MINIMUM FADE

even under great heat!

#### LONGER LIFE!


Manufactured from the finest resins  
and fiber for longer life!



ANY WAY YOU MEASURE IT...

# AMCO

*Safety Rated* **BRAKE LINING**



**HAS THE EDGE!**

Measure it any way you please . . . according to quality, performance or fit . . . according to complete line, plus-profits or service . . . and you'll prove to yourself that AMCO has "the stuff" to give YOU a Competitive Edge.

AMCO Products are *Safety Rated* three ways. First, through 25 years experience supplying leading car factories with original equipment. Second, by billions of brake miles under every service condition. Third, by the latest, most modern manufacturing methods and facilities.

AMCO gives you the edge not only from the standpoint of quality of construction and brake-engineered features, but also in terms of PLUS-PROFITS! That quarter century of experience has taught AMCO the mass-production methods, the great-volume systems, which mean that you PAY LESS for AMCO QUALITY . . . enabling you to make a higher margin of profit when you sell AMCO *Safety Rated* Products.

See your AMCO Jobber or write for full profit facts.

Asbestos Mfg. Co., Dept. C-9, Huntington, Indiana



**BRAKE LINING • FAN BELTS • CLUTCH FACINGS • HOSE • CAR MATS**

## GOT A GOOD \$5 IDEA?

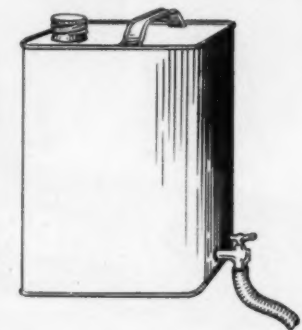
will be paid for every time - saver or shop short - cut accepted for publication in this section. A photo or rough sketch will make your idea more valuable. Only original items, not previously published, offered for our exclusive use, can be considered. Send them to: Southern Automotive Journal, 806 Peachtree Street, N. E., Atlanta 5, Ga.



### Refilling Fluid Drive On Chrysler Cars

HERE is how I overcame the slow process experienced when adding to or filling the Fluid-Drive unit on Chrysler products:

I took an empty one-gallon can that contained Fluid-Drive fluid and cut a hole in the end of the can  $\frac{1}{2}$ " from the bottom. I soldered an ordinary radiator drain cock into the hole in the can. I at-



tached a piece of rubber hose 14" long to the drain cock. Then I inserted a piece of copper tubing into the end of the hose and my container was ready for use.

This method permits the fluid to flow slowly enough so there is no overflow due to the lack of a breather in the unit. I find this method very convenient and several other shops in the vicinity borrow the container from me whenever it is needed.—Louis Miller, Roger Sullivan, Inc. (Chrysler-Plymouth), Baltimore, Maryland.

### When Cleaning Corroded Light-Fuse Clips

THE light-fuse clips on many older model cars become corroded, setting up a high resistance with consequent heating that causes dim lights and melts fuses. Due to their usual location and their shape they are very hard to



## SERVICE "KNOW-HOW"

Every Champ-Items part has been designed to meet a definite service need. Champ-Items has it. Service "Know — How" that means each part is engineered for Easier Service — Better Performance — Driving Safety. TIME SAVERS — MONEY MAKERS for every shop.

ORDER FROM YOUR JOBBER

CHAMP-ITEMS, INC.

8101 Main Ave.

St. Louis 18, Mo.



### NEW! CHANNEL SHIM

For all Cars and Trucks

Eliminates the rattle of windows due to excessive wear of original channel felt causing glass to contact the metal. It is installed between the edge of glass and old channel through the entire length of the window. Eliminates all rattles regardless of what position the window is in. List .60 Each.



LICKS SERVICE PROBLEMS

More than 200 automotive replacement parts featured in Champ-Items catalog—write on your letterhead for a copy. Every up-to-date shop should have one.

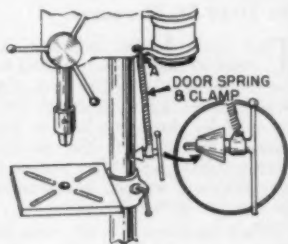


clean.

I bought a small fine-cut round file slightly larger in diameter than standard fuses and broke out two sections slightly shorter than the two standard lengths of light fuses. To clean, place the section of file in the clips as you would a fuse. Rotate the file with the fingers, moving it back and forth endwise at the same time. Remove the file, pinch the clips a little for tension and replace fuse. —Victor McGee, Hale Chevrolet Company, Mayfield, Kentucky.

### Making Handy Holder For Chuck Wrench

A TEN-CENT door spring and a small strip of metal solved the daily question of "Chuck wrench, who has the chuck wrench?" in our shop. The clamp on the chuck wrench should fit loose enough to allow the wrench



to turn. Bolt top of door spring snug at "A," shown in illustration.

When not in use, spring will remain in a vertical position out of the way. —Claude Linzey, Chitwood Motor Company (Chevrolet), Hot Springs, Arkansas.

### Removing and Replacing The Fluid-Drive Unit

HERE'S a time saver for removing and replacing the Fluid-Drive unit on Chrysler Corp. cars:

Before removal of the old unit, mark with numbers one to eight the studs and stud holes of the unit and the crankshaft flange. After the removal of the unit, slip a piece of paper over the studs and mark paper according to studs. This will serve as a template.

Place template over studs on new unit and line up by numbers when installing on crankshaft flange. This will save considerable effort. Tear paper off studs and tighten unit in place. —Henry

C. Morris, Jimmy Haynes Motors, Gainesville, Georgia.

### Removing Connecting Rods From 1937-48 Chevrolet

WHEN removing connecting rods on 1937-48 Chevrolet from the bottom, or by removing only the oil pan, I find a piece of mechanic's or stove-pipe wire about two feet long very helpful.

After wrist pin lock bolt has been removed, insert wire into and through wrist pin and attach

rod cap lock nut. With a slight pull on wire, the wrist pin will slip easily out of piston and turn loose connecting rod. —Glenn Williams, Woodlawn Motor Company, Woodlawn, Virginia.

### Operating Window Lifts With Broken Wires

SOMETIMES some or all of the hydro-electrically-operated windows now used on a number of cars will not rise due to shorted or broken wires. When this is the



MECHANICAL METHOD  
OF REPAIRING ALL  
TYPES OF CRACKED  
ENGINE BLOCKS AND HEADS



90% of all cracks can be repaired by the simple application of K&W Metallic Seal. The K&W Mechanical Method is designed for the 10% which are too large to be repaired by seal alone.



• Repairing cracked engine blocks and heads can be fast, simple and profitable. The K&W Service Manual contains 26 pages of instructions and illustrations on all types of repair. K&W Mechanical Method repairs can safely be guaranteed for the life of an engine.

Please send me a copy of the K&W Service Manual. I enclose 25c (stamps or coin) to cover cost of handling and mailing.

PLEASE PRINT

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MANUFACTURERS OF K&W METALLIC SEAL and  
LICENSOR OF K&W MECHANICAL METHOD  
KERKLING & CO. • BLOOMINGTON, IND. • WHITTIER, CALIF.

trouble and there is insufficient time to make proper repairs, the windows often can be brought to the up position and left there by using this method:

Connect a jumper wire from the "hot" side of the motor solenoid (or any convenient battery terminal) to the small, or control, terminal of the solenoid. This should allow the motor and pump to operate and create pressure at each window cylinder. Then at each window press the control switch in either the "up" or

"down" position, whichever works best. This should open the valve for that cylinder and allow the window to rise, if there is no trouble in the cylinder itself.

After such an emergency raising of the windows, the wires at the circuit breaker can be disconnected to eliminate any possibility of their being lowered again accidentally. This method also will sometimes apply to convertible tops.—Lynn F. Snoddy, 1622 Vivian Street, Shreveport, Louisiana.

## Replacing Grommets On Wiper Links

THESE bits of rubber never seem to fit themselves properly into the hole in the link, with the result that when link and grommet are placed over the wiper-motor arm, the grommet tends to be forced out of the link. There is a way to overcome this.

Start the grommet into the hole in link from the side next to motor arm. If it does not work through properly, don't worry. Just be sure shoulder of grommet is in place on side next to arm. Pushing link and grommet onto arm will, in most cases, force grommet through to the other side and allow it to assume a proper fit.—Lynn F. Snoddy, 1622 Vivian Street, Shreveport, Louisiana.

## Installing Lamp Switch On 1949-50 Mercurys

THE main brake cylinder on 1949-50 Mercurys is bolted to the frame side member and the stop lamp switch is screwed into the cylinder through a hole in the frame. Removal of the switch often presents a problem unless a very thin end wrench is available for the one-inch hex.

When the wrench is too thick to allow it to be worked in the space between cylinder and frame, the two cap screws holding cylinder to frame can be loosened a turn or so which will give enough room for a wrench of average thickness to be used. Of course, don't forget to retighten the cap screws.—Lynn F. Snoddy, 1622 Vivian Street, Shreveport, Louisiana.

## Speaking of Cars

If 1950 passenger cars operated with the same gasoline-consumption rate as 1930 cars, an extra 1,000,000 barrels of gasoline would be needed daily to keep them running in the United States, GM fuel experts estimate.

To produce the various types of molds for aluminum castings by sand-casting methods, GM uses 40,000 tons of sand a year.

A steam room developed by GM makes it possible to soak cars under 100 per cent relative humidity to test effects of moisture



**A DOUBLE-BARRELED  
MONEY-MAKER**

*that Builds Business*

**SERVICE MASTER . . . Boosts Profits**

**HYPRESSURE  
Jenny**

**Combination  
STEAM CLEANER  
and COOLING  
SYSTEM FLUSHER**

It starts earning the day you put it on your floor, cleaning motors . . . chassis . . . white sidewall tires . . . preparing for undercoating . . . thawing radiators and doing scores of other profitable jobs.

It back-flushes radiators and motor blocks in one operation combining heat, chemicals, sudden but safe temperature changes and strong blast to give the best cooling system cleaning job known to science.

You can gross \$300 to \$500 extra business a month from cooling system cleaning alone!

It saves up to 40% of your mechanics' time by cleaning dirty equipment before repairs. It saves money and labor by cleaning lifts, pits, floors, driveways, lavatories, etc., 10 times faster than by hand labor.

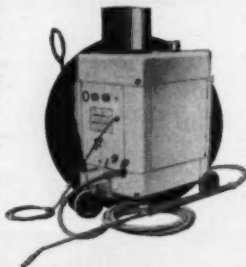
Write for FREE Booklet and full information.  
You'll be glad you did.

**HYPRESSURE JENNY DIVISION**  
**Homestead Valve Manufacturing Company**

P.O. BOX 99

"Serving Since 1892"

CORACAPOLIS, PA.





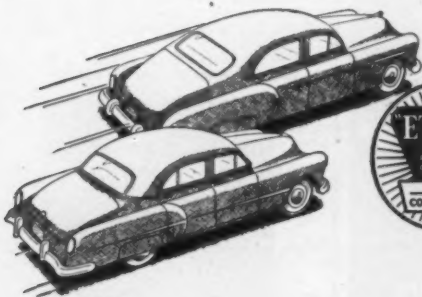


*There's a big difference between a*

# panda ...and a... gander

—and there is a powerful difference, too,  
between performance and “**ETHYL**” performance!

TRADE-MARK



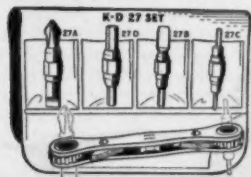
Yes, there's a powerful difference between the performance of an engine using just gasoline and one using “Ethyl” gasoline. When you set the timing to take full advantage of “Ethyl” gasoline's higher antiknock quality, your customer gets “Ethyl” performance—more power, quicker starting, more mileage. And you get happier, more satisfied customers.

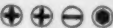
ETHYL CORPORATION, New York 17, New York

Other products sold under the “Ethyl” trade-mark: salt cake...ethylene dichloride...sodium (metallic)...chlorine (liquid)...oil soluble dye...benzene hexachloride (technical)

### 510—Ratchet Bit Set

No. 27 offset ratchet bit set, consisting of a double-end ratchet wrench and four double-end bits, has been added



Fits all 4 types 

to the line of K-D Manufacturing Co., Lancaster, Pa.

One bit is for Phillips and Reed & Prince screws, sizes 0 to 12; five bits are for hex keys, and two bits are for screws slots 3/16" and 5/16" wide. Wrench has 1/4" hex opening on one end and 5/16" on the other. It has box-socket construction for "upside down" work and reversible ratchet.

Want more information? Use coupon on page 136 and you'll get it!

### 511—Fuse Dispenser

A revolving dispenser, said to display all types of fuses needed for automotive replacement, is now available from Litlefuse, Inc., 4757 N. Ravenswood Ave.,



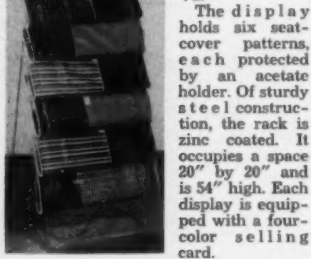
Chicago 40, Ill.

Measuring 12" high and 11" in diameter, the metal unit provides visual inventory at all times. Sliding channels dispense fuses from either top or bottom.

Want more information? Use coupon on page 136 and you'll get it!

### 512—Seat Covers

The Salesmaker seat-cover display rack for its line of automotive seat covers is now available from B. T. Crump Co., Inc., 1310 E. Franklin St., Richmond 13, Va.



The display holds six seat-cover patterns, each protected by an acetate holder. Of sturdy steel construction, the rack is zinc coated. It occupies a space 20" by 20" and is 54" high. Each display is equipped with a four-color selling card.

Want more information? Use coupon on page 136 and you'll get it!

### 513—Piston-Ring Catalog

A catalog featuring the X-Plus piston-ring line, as well as the Ex-Pan line and tractor rings along with other rings, has been issued by Moog Piston Ring Co., 6650 Easton Ave., St. Louis 14, Mo.

Want more information? Use coupon on page 136 and you'll get it!




# Badger


## SHOCK ABSORBER LINKS and STABILIZER KITS

### REPLACEMENT PARTS & FACTORY DUPLICATES

*The Finest in*



A COMPLETE LINE OF FORD, CHEVROLET AND ALL POPULAR CAR MAKES.

GET IT FROM  
  
YOUR JOBBER

**TOOL & MANUFACTURING CO., INC.**

1501 WEST POLK STREET      CHICAGO 7, ILLINOIS

How the  
**Gatke**  
**DUZ-ALL SYSTEM**  
**WORKS**



**This DUZ-ALL DEAL**  
**Relines 1176 Models**

of passenger cars and trucks from  
1930 including all Bonded Jobs

- Reduces Inventory
- Stops Obsolescence
- Saves Time
- Saves Space
- Speeds Service
- Increases Profit

**Deal Cost to Dealer \$59.00**

F.O.B. Warsaw, Ind.



**Gatke**  
A GREAT NAME IN BRAKE LINING



- A.** Using a Chevrolet Shoe as an example the picture shows simplicity of relining any brake shoe — either riveted or bonded (undrilled) type with the GATKE DUZ-ALL System.
- B.** Clamp DUZ-ALL Jig 11-S to Shoe and drill. Drilling time is 10 minutes for 8 shoes.
- C.** The DUZ-ALL DRILLING PATTERN, specially engineered to properly anchor the liner, completely misses all holes of the conventional shoe drilling.
- D.** Rivet DUZ-ALL Liner No. 78-S to the shoe in the regular way and the shoe is ready to install on the car.

Jig No. 11-S fits shoes used on 246 models of Chevrolet, Chrysler, DeSoto, Dodge, Kaiser-Frazer and Studebaker passenger cars and Trucks.

Six DUZ-ALL Drill jigs fit shoes used on all passenger cars and light trucks—1176 models since 1930.

A chart showing the simple method of selecting the right DUZ-ALL Jig and Liner for any shoe will be sent promptly on request.

**Ask your GATKE Jobber or write.**

### 514—Ignition Wrench

A combination wrench for work on connections of Ford carburetors and distributors is now being marketed by Bonney Forge & Tool Works, Allentown, Pa.

Formed with 25° angle, the wrench has open-end and box-end openings of 1/2". It is 6" long.

Want more information? Use coupon on page 136 and you'll get it!

### 515—Fuse Chart

A fuse chart that requires no code to interpret and that includes fuses for passenger cars from 1940 through

1951 has been issued by Littelfuse, Inc., 4757 N. Ravenswood Ave., Chicago 40, Ill. In booklet form on enamel stock, it is small enough to fit in a pocket and is punched for hanging on wall. An actual-size sketch of 11 fuse sizes is included.

Want more information? Use coupon on page 136 and you'll get it!

### 516—Spark-Plug Compressor

The Dupli-Color spark-plug compressor and tire pump, said to attach to the engines of current models when one spark plug is removed, has been placed on the market by Dupli-Color Products Co., Inc., 2440 S. Michigan Ave., Chicago 16, Ill.



After compressor is attached, air hose is connected with spray gun or tire valve, a company announcement stated. Furnished with 18 feet of hose, the unit is lightweight and will fit into the glove compartment.

Want more information? Use coupon on page 136 and you'll get it!

### 517—Spinner Wrenches

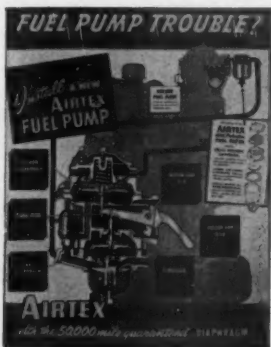
A series of seven spinner wrenches with composition handles fluted for a firm grip has been introduced by Bonney Forge & Tool Works, Allentown, Pa.

The wrenches are made like screwdrivers with hexagon sockets to grip nuts firmly. Those with hexagonal openings of 3/16", 1/4", 5/16", and 11/32" are 6" long and have a drill depth of 2 1/4". The 3/8", 7/16" and 1/2" wrenches are 6 1/2" over-all and have a 5" drill depth. The tools are available singly or as a set.

Want more information? Use coupon on page 136 and you'll get it!

### 518—Fuel-Pump Poster

A wall poster that illustrates the six major causes of fuel-pump failure has been prepared by Airtex Automotive Division, Fairfield, Ill. The cut-away



illustrations make it easy for a service man to show the customer just how the system operates, a company announcement stated. The poster, measuring 17" by 22", is printed in three colors.

Want more information? Use coupon on page 136 and you'll get it!

# DO-RAY

DO-RAY'S extensive line (one of the largest in the market) is your best opportunity to develop sales and profit in Safety Lighting & Reflecting Equipment.



No. 70—Giant Lite, Dia. 7-5/16". Body bracket allows four mounting positions. No. 71—Flush mounting type.



No. 415—Armored Clearance Lamp with heavy metal guard; center bar for additional strength. Silver-like lustre finish.



No. 89—Giant Twin Lite for snow plows, police, fire, state patrol cars and trucks, emergency and 'wrecker' vehicles.



No. 44-8-4" Stop Lamp with universal hinge bracket for easy mounting. Body & door chrome.



No. 1352T—Stop and Tail Lamp. Two-bolt mounting for Chevrolet trucks 1942-1950. All black enamel finish.



No. 44—Back-Up Lamp with white diffusing lens.



No. 1127—Doorless Stop and Tail Lamp with Tiger-Eye Reflex lens and universal type mounting bracket.

No. 1368

Universal Do-Ray

Truck Mirror. Silver-like lustre finish. In clear or non-glare glass.

Protective guard.



No. 500—Do-Ray Thin Model Fog Lamp. Bright chrome body, stainless steel door. Universal hinged bracket (die cast) mounts in many positions on all passenger cars.

Mirror glass replaceable.



No. 1319 Do-Ray Universal Junior Truck Mirror. Cab or hinge installation. Silver-like lustre finish. Rubber guard.

See DO-RAY'S superior line of directional signals for cars and trucks. Also directional signal conversion kits for cars back to 1939 and some earlier models.

Write for new, complete DO-RAY catalog.

DO-RAY LAMP CO.

1458-64 S. MICHIGAN AVENUE  
CHICAGO 5, ILLINOIS • U.S.A.

Questions about Insurance?

## Ask Federated's QUESTION BOX

Q. Is loss by exposure or theft of merchandise while being removed from a building on fire or threatened by fire covered under the fire policy?

A. The insurer is liable for loss by exposure, but not for the loss by theft. The conditions of the fire policy exclude loss by theft.



Egad! Remember the time the woman yelled "just testing" and threw down the piano?

### SAFE BETS



IN STORING PRESERVES,  
SHE NEGLECTED ONE DUTY—  
THOSE LOOSE CELLAR SHELVES...  
(A.S.) TUTTI-FRUTTI!

While You Read This Page

## A BUSINESS IS BEING ROBBED!

### SUPPORT YOUR ASSOCIATION!

Your association assists its members in securing satisfactory adjustment of disputes with manufacturers, wholesalers, jobbers, railroad companies and collection bureaus. The entire weight of the association is thrown behind you when needed and in just cause. It can lend a powerful hand when you're in need. Support your association and take advantage of its services!

### A LETTER FROM A POLICYHOLDER



"Things looked black after my recent fire, not only because of the fire damage, but also financially. Your prompt payment of \$15,881.45 put us right back in business. It enabled us to restock with the minimum of difficulty.

"We don't like to have fires, they hurt business, but when they do occur, it is a real comfort to have a good, sound insurance program with adequate protection. We especially appreciate the fact that our Federated representative, Mr. J. C. Duke, handled our insurance coverages so that they kept pace with our rising inventories.

"We have enjoyed our pleasant business relationship with Federated Mutual and will be happy to recommend your company to any implement dealer."

LUMBERTON IMPLEMENT  
COMPANY, INC.

By J. B. GLEATON

There were 1,362,511 burglaries, robberies and thefts last year—almost 3 every minute! Crime losses are estimated at over a billion dollars a year! Protection against seven serious chances of loss to your money, securities, and merchandise, may be had all wrapped up in one low cost package, in the storekeepers burglary and robbery insurance policy.

Losses covered include: (1) robbery within the premises, (2) robbery outside the premises, (3) custodian forced to return to premises and open safe, (4) safe burglary, (5) loss of money or securities by burglary, (6) loss of merchandise by burglary, (7) damage to property due to burglary or attempted burglary.

The policy covers each of the seven hazards in the amount of \$250.00. Where the \$250.00 protection is not enough, you can double your protection at half again the cost of the basic policy, or triple it for double the cost of the basic policy. This protection is offered at much less than the same protection under separate policies. Additional protection may be secured against these and other crime hazards under specific policies. The policy should be written for three years payable in advance, to take advantage of the term rate discount.

Your Friendly Federated man will discuss this or other insurance coverages with you at no obligation to yourself. He is a full time representative of just one company—Federated Mutual. He knows his job well and is in a position to advise you soundly on the modern insurance requirements of your business. Federated Mutual writes a full line of insurance for your business, home, and automobile. For the name of your nearest Federated man, write us today.

Often a good education just enables you to get into more intelligent trouble.—*Man's Shop*, hm, House of Ensign. (Cape Town, S. Africa).

Altho data is meager, it appears the average length of life of prehistoric man was 18 yrs.—*Midwest Restaurant News*, hm, Chicago Restaurant Ass'n.



Please send me additional information on the following New Products described in the March, 1951, issue of SOUTHERN AUTOMOTIVE JOURNAL:

No. \_\_\_\_\_ No. \_\_\_\_\_ No. \_\_\_\_\_ No. \_\_\_\_\_ No. \_\_\_\_\_

Name \_\_\_\_\_ Position \_\_\_\_\_

Company \_\_\_\_\_

Number and Street \_\_\_\_\_

City \_\_\_\_\_ Postal Zone \_\_\_\_\_ State \_\_\_\_\_

Tear out and mail to SOUTHERN AUTOMOTIVE JOURNAL,  
806 Peachtree St., N.E., Atlanta 5, Ga.

#### 504—Sealed-Plastic Package

A sealed-plastic package is now being used for its automotive V-belts by Durkee-Atwood Co., 215 7th St., N. E., Minneapolis 13, Minn.

The package consists of a printed cardboard carton with tuck-in flap that is completely wrapped in transparent plastic, heat-sealed to protect the belt



against sunlight and oxidation, as well as dirt, grease and moisture. Replacement numbers, size specifications and top width of belt are listed on the face of the package. Back panel lists cars, trucks and tractors serviced, by year and model.

Two assortments are available for wall display, the V-20 and the V-40.

The package was developed by C. T. Stafford, sales and advertising manager.

Want more information? Use coupon on this page and you'll get it!

#### 505—Body Scraper

The Goo Scraper, a tool for removing undercoating and other material without damage to body panels, is now available from the Marlow Tool Division, Steelcrafters Co., 8064 Clayton Road, St. Louis, Mo.

The scraper is used with the firm's Air-Quick pneumatic hammer. It is



said to eliminate heat, fumes and fire hazards of torch and chisel for this type of work. An additional use is rough trimming lead to save sanding time.

Want more information? Use coupon on this page and you'll get it!

**We're telling motorists coast to coast**



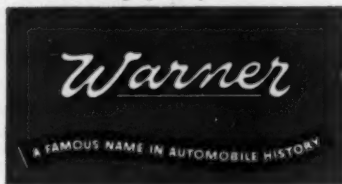
That's the keynote of WARNER's nationwide spring advertising campaign in the powerful *Saturday Evening Post*. And we're following it up with this 3-way selling punch:

① When the "Finger Test" shows SCRUM in the cooling system after anti-freeze is drained, clean it out with WARNER RADIATOR CLEANER.

② Put a stop to rust and corrosion all summer long with WARNER COOLING SYSTEM PROTECTOR.

③ Repair dangerous radiator leaks Now—before warm weather—with WARNER LIQUID SOLDER. (Non-metallic, it deposits tiny fibers to repair leaks anywhere in the cooling system.)

Alert your dealers now for the biggest spring season in WARNER history. Be sure their stocks are complete. Now, more than ever before, WARNER Products mean extra profits!



**WARNER RADIATOR PRODUCTS**

WARNER-PATTERSON COMPANY  
920 S. MICHIGAN AVE., CHICAGO 5, ILL.

# Snap-on<sup>\*</sup> tools are tops!

Dear Sir:

I have personally used Snap-on tools for years.

In my present job, as well as past jobs as a mechanic, I have found that men who are consistent in top workmanship and also money making ability, are usually Snap-on users.

Snap-on tools are tops.

Very truly yours,

WAREHAM MOTOR COMPANY

*Riley G. Pratt*  
Riley G. Pratt.  
Shop Foreman.

RGP:



● Stands to reason—any mechanic can do more and better work with less sweat, when he's got the *right* tools. So he earns more. The shop makes a better profit and more friends. Thousands of service shops—tens of thousands of mechanics—have boosted income 20 to 40 per cent after equipping with Snap-on *professional* tools. Pick them yourself, right in your shop, when your Snap-on man calls. Try them, *right then*. No guessing. It's been "the time-saving way to buy time-saving tools" for thirty years. 104-page catalog of complete Snap-on line is *free*—if you haven't a copy, write us!



**SNAP-ON TOOLS CORPORATION**

8052-C 28th Avenue  
Kenosha, Wisconsin

\*Snap-on is the trademark of Snap-on Tools Corporation.

**Coast-to-Coast—  
Snap-on Service from 800  
men like these!**



### 506—Electric Grinder

The Whirlwind Spinner, said to sand, grind, wire brush, plane and bevel by changing attachments, has been announced by Holt Manufacturing Co., 651 20th St., Oakland 12, Calif., and 272 Badger Ave., Newark 8, N. J. The portable tool has a 3/4-horsepower, 115-volt motor and a no-load speed of 4,200 r.p.m.

Want more information? Use coupon on page 136 and you'll get it!

### 507—Electric Polisher

Model 570 Skil polisher, a lightweight, fully-powered unit for places where volume does not warrant pur-

chase of heavier equipment, has been introduced by Skilsaw, Inc., 5033 Elston Ave., Chicago 30, Ill.

The polisher is 9 1/2" long, not including pad, and has a 7" pad. Speed is 1,300 r.p.m. In-line motor and spindle



construction are said to eliminate gyroscopic "kick." Molded-rubber backing pad, sponge-rubber polishing pad and lambs-wool bonnet are included.

Want more information? Use coupon on page 136 and you'll get it!

### 508—Car Monograms

The Coat-of-Arms monograms for cars, featuring "Goldline" copper symbols on hand-colored backgrounds of red, green and black, have been an-



nounced by Parfait, Inc., 1500 N. Ogden Ave., Chicago 10, Ill.

Self-vulcanizing adhesive on the back of the monograms attaches them to door, dash, hood or fender without damage to finish. An alphabetically-arranged display rack is available.

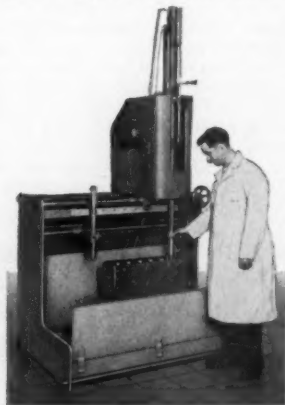
Want more information? Use coupon on page 136 and you'll get it!

### 509—Cylinder Hone

The ATG Super Honer, said to produce automatically finishes of 15 to 30 micro inches with a minimum of set-up time, has been introduced by Accurate Tool and Gage Co., 212 Second Ave., S., Minneapolis, Minn.

Dual centering cones are used. One cone attaches to the spindle which positions and lines up one end of the block while the other cone swings out from the machine to center the other end of the block for alignment with the spindle travel. The machine will hone cylinders from 2 1/4" to 5 1/4" in diameter and up to 18" in length. Average honing time for a cylinder after reboring is said to be two minutes.

Want more information? Use coupon on page 136 and you'll get it!



## AEROL LIFTS

**HEAVY TRUCK UNIT—**  
AEROL capacity 1500 lbs.  
Hoist heavy units as easily  
as lighter units.



**GAS TANKS—**  
Remove gas tanks without draining  
tank.



**WHEELS—**  
Raise frame of car to remove wheels  
when fender skirt is in the way.



**AUTOMATIC TRANSMISSIONS—**  
AEROL 2-post hoist model in posi-  
tion to remove automatic transmission.

**REMOVE  
INSTALL  
POSITION  
UNDER-CHASSIS UNITS**

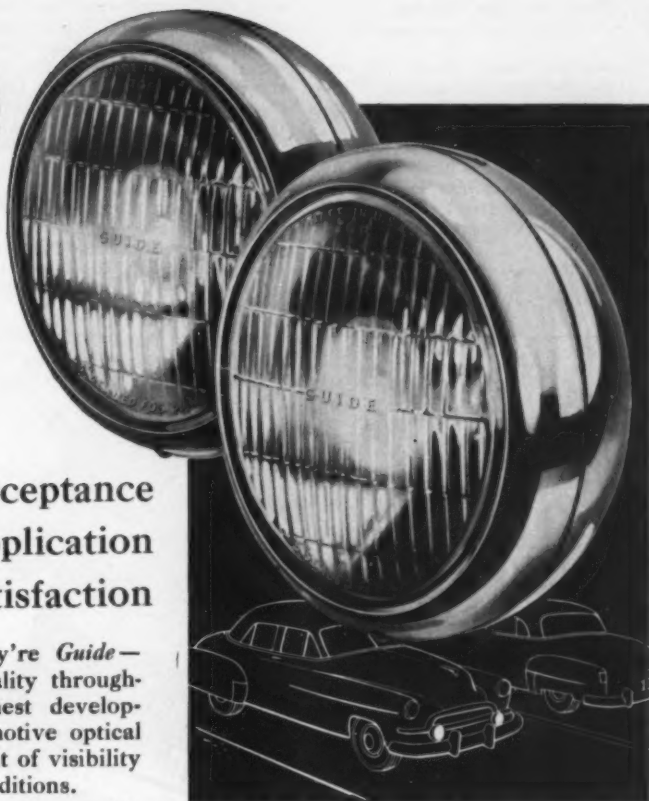
*in a Jiffy...*

Do more jobs—do them quicker—with an AEROL LIFT. The AEROL LIFT is built for easy, one-man operation. The AEROL LIFT raises the heaviest truck transmission to bench height (37") and holds it in position. Can be used as a floor model or 2-post hoist model. Hydraulic jack removable for emergency use. The AEROL LIFT is the most versatile unit lift built—at a price you can afford.

Write for Catalog today or see your favorite jobber.

THE CLEVELAND PNEUMATIC TOOL CO.  
Automotive Division  
3775 E. 77th Street Cleveland 5, Ohio  
Please send me more information on the AEROL LIFT.  
Name \_\_\_\_\_  
Address \_\_\_\_\_

# Guide FOG LAMPS



UNIVERSAL Acceptance  
UNIVERSAL Application  
UNIVERSAL Satisfaction

They're *good* because they're *Guide*—compact, durable, high-quality throughout—undoubtedly the highest development in the field of automotive optical science for the improvement of visibility during adverse weather conditions.

Packaged in pairs, with interchangeable mountings for attachment to splash pan, bumper bracket or front fender, Guide Fog Lamps fit *all* makes and models of cars and trucks.

And don't overlook the *profit* angle! Any item so universally accepted as a pair of Guide fog lamps can light the way to *profits* as well as to safety!



GUIDE LAMP—A UNITED MOTORS LINE  
Available Everywhere Through  
UNITED MOTORS DISTRIBUTORS



Guide  
MULTI-PURPOSE  
LAMP

Here's a four-way winner! It's a combination Trouble Lamp, Spotlamp, Floodlight and Sealed-Beam Headlamp replacement unit. Plugs into cigar lighter . . . just demonstrate it in some of your customers' cars and note how easily it sells itself!

**Guide LAMP**

Division of General Motors  
Anderson, Indiana



## Plans for the Future

(Continued from page 65)

stainless steel. Next will come radiator cores and gaskets. White-wall tires are mostly in the hands of manufacturers.

Electrical parts will soon be scarcer, but it is likely coils, condensers and points will be available because they're harder to repair. On generators, starters and other items, repairs and rebuilding will again be the order of the day. Radiators will be recored,

steel gaskets used sometimes, tail-pipes and mufflers "made over" to fit other models, and plain face bars put on bumpers. We can still get panels but no doors. Lack of accessories will cut profits, as the average buyer takes \$150 worth without high-pressure selling.

Of course we will boost service sales, and our two big bill-board ads costing over \$600 a month, bring us more business than any other promotion. The key policy in our shop—to turn out better

work, get more new and satisfied customers, and cut waste—is aided by our new bonus, profit-sharing plan including the service manager, his assistant and the shop foreman. This is figured on the net shop profits, and has already produced a pick-up in efficiency and reduced waste, both of time and materials.

As a further speed-up, we are financing three of the boys on purchases of electric wrenches, which boost job speed by one third. We also use a double-postcard follow-up on service and carefully check complaints. But we find checking efficiency and waste is like sweeping the floor—in other words, you have to do it every day.

We think it's important, too, to morale to take on older men as replacement help with the definite understanding that the boys in service will have first call on those jobs when they come back. We tell the older men, too, that at the rate we have been growing there will likely be work for them also for as long as they want to put in full time working at our company.

### Sell the Body Idea

One other way we are building up service business is by selling customers the idea that in a long pull it is just as important to take good care of their car bodies as the motors, etc. Our big body shop will open in March in a new modern building with entrance next door from the same through-traffic artery as our main building. We are pushing painting and all-around body work to expand our service volume to compensate for anticipated reduction in car sales. We manage to sell undercoating jobs to 75 per cent of all new cars that are not already undercoated at the factory, and believe increased body work will help our gross volume considerably.

Of course this plant expansion increases our overhead, too, at what promises to be a difficult period, but since we have grown in the past five years from a small service-station beginning into our new modern shop and showroom, we feel the only way to get ahead in this business is to keep on improving both plant and equipment to give better and broader service to the customer. Even in the changing times that lie ahead, we hope we're right!

## YOU CAN CLEAN UP THIS SPRING WITH THESE TWO GREAT CLEANER -UPPERS

The original wax-treated polishing cloth; better than ever now with Silicone added. Big size, heavy flannel, with stitched edge. In handsome metal container.

Soap impregnated in this steel-wool pad removes road film and other foreign matter from white side-wall tires, will positively not harm the rubber. Quick, easy, much preferred to pastes and powders.



# Las-stik

GOOD BUSINESS FOR YOU, TOO, IN THESE FAST-SELLING LAS-STIK PRODUCTS

LAS-STIK  
TUNE REPAIR  
KITS



LAS-STIK  
"Ezy-Hot"  
VULCANIZING  
PATCHES



LAS-STIK TOP  
AND  
WINDSHIELD  
SEALERS



THE LAS-STIK MANUFACTURING CO., HAMILTON, OHIO, U.S.A.

DISTRICT REPRESENTATIVES: Southwest — Lynn & Hemphill, 301 North Market St., DALLAS, 2; Southeast — Wesley O. Aaron, 843 Memorial Drive, S.E., ATLANTA; Kansas & Missouri — E. G. Craft, 804 W. 48th St. KANSAS CITY 2.





**"TEAM THEM UP"**  
**FOR BONDING AT ITS BEST!**

**Saftibond**  
**AUTOMATIC POWER BONDER**  
**FOR FAST, LOW COST OPERATION!**

You can count on Grizzly to bring you the best in bonding materials, equipment, and methods, for Grizzly has been *the* industry pioneer in every phase of bonding! Grizzly "Saftibond" Lining, for instance, was the *first* with factory-applied bonding agent, which saves time and produces cleaner, better results, at less cost. And the Grizzly "Saftibond" Automatic Power Bonder, using inexpensive natural or bottled gas, provides the fastest, most economical, and *infallible* way to produce a sound bond . . . at exactly the correct temperature cycle . . . with complete freedom from shoe distortion. Make Grizzly *your* Bonding Headquarters! Ask your Grizzly Distributor for full details. Grizzly Manufacturing Company, Paulding, Ohio.



## 500—Carburetor Cleaner

Carb Master, a chemical for cleaning the carburetor without removing it, is now available in sizes from less than a gallon to 55-gallon drums from Rust Master Chemical Co., 56 Creighton St., Cambridge, Mass. It is applied through the venturi tube or through the high-speed jet in the carburetor.

Want more information? Use coupon on page 136 and you'll get it!

## 501—Glare Shield

A MoPar shield to protect motorists from glare of sun or snow when installed on the inside of the windshield is now available from Chrysler Motors

Parts Division, Chrysler Corp., Detroit 31, Michigan.

The plastic shield fits across the top

three inches of the inside of car or truck windshield. It is installed by wetting the windshield, fitting the visor with palms of the hands and smoothing with felt-edged applicator furnished with shield. Dark green in color, the visor is said not to restrict visibility.

Want more information? Use coupon on page 136 and you'll get it!



## Facts . . . On SPONTANE STEAM CLEANERS

The SPONTANE STEAM CLEANERS, with their outstanding features, are the finest steam cleaning units ever made. With one or more of them in your shop, you open up new profit opportunities NOW. Note the mechanical features below and you will understand why we say SPONTANES are America's most efficient steam cleaners, and why they will give top performance at low operating cost—with an absolute minimum of maintenance.

Monel and other rust and corrosion resistant metals are used wherever required.

Steam Hose is steel wire wrapped and tested at 1,000 PSI.

Solution Tank is continuously and automatically agitated.

Automatic and easily adjustable pressure control switch, standard equipment on all "HT" models.

Pressure range — 0 to 150 pounds. Capacity — 100 or more gallons per hour of saturated steam vapor and chemical solution or up to 350 gallons per hour rinsing ability.

Model HT-26 is actually TWO COMPLETE units mounted in a single handsomely designed cabinet and will operate singly or both in unison providing DOUBLE capacity when required.

### PLUS THESE OUTSTANDING NEW FEATURES

Quadruple pumping unit handles water, chemical solution and fuel oil simultaneously. All units working in unison guarantee balanced operation for maximum efficiency.

Double protection for heating coils and steam hose is provided by twin pumps furnishing a full flow of water at all times.

Properly mixed chemicals are assured by a single pump unit, devoted exclusively to this purpose, that eliminates failures from clogged coils due to inferior or poorly mixed compounds.

Metered fuel oil is provided by another pump unit for full heating efficiency under all operating conditions.

Hydro-Therm Flow increases efficiency of chemical detergency more than 50% by keeping the solution HOT while machine is operating. This advanced engineering cuts down on operating costs and, at the same time, results in BETTER CLEANING JOBS.

Write us for further particulars

**HALLS, INCORPORATED**  
110 PEAR ST. S.E. ATLANTA, GEORGIA

**SPONTANE**  
STEAM CLEANER

## 502—Differential

An automatic power-dividing differential that gives the wheel with the greater amount of traction the greater amount of torque has been announced by Dualoc Drive, Inc., Rockford, Ill.

Under adverse driving conditions, the unit controls the flow of torque so that slippage due to uneven road surfaces, sand, gravel, snow, ice or mud is minimized so that stalling is practically eliminated, a company announcement said. The differential is said to be entirely automatic in operation.

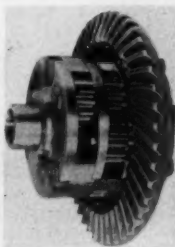
Want more information? Use coupon on page 136 and you'll get it!

## 503—Filter Display

A metal display stand for service stations and garages is now available from Fram Corp., Providence, R. I.

The merchandiser is finished in blue with white panels. There are three shelves for oil and motor cleaner, gasoline filter and crankcase air filter units. Since both sides of the display stand carry the same lithographed labels and space for boxes, it is said to be especially suited for island and outside displays. Pans are provided at the sides of the stand for displaying old and new cartridges for use in sales messages.

Want more information? Use coupon on page 136 and you'll get it!





## ONE OF *142 Quality Checks*

Fitting the plastic interlayer and the plate glass together, before laminating, is one of the most critical and exacting operations in the manufacture of L-O-F Hi-Test Safety Plate Glass.

That's why our Control No. 95 safeguards the exclusion of impurities from the layers of the sandwich. We air-condition the assembly room and carefully control both temperature and humidity. L-O-F even requires white uniforms and hairnets for the girl workers, to preserve hospital-like cleanliness.

But this is only one of 142 Quality Checks and Controls. Each of them is equally important to you and your car owner customers because they assure:

1. Better heat stability
2. Better light stability
3. Better strength for safety
4. Better adhesion, glass to plastic

That's why L-O-F Hi-Test is the best Safety Plate Glass you can get—anywhere. Libbey-Owens-Ford Glass Company, 8131 Nicholas Building, Toledo 3, Ohio.

**NO FINER GLASS THAN  
LIBBEY-OWENS-FORD**

**HI-TEST SAFETY**

**L-O-F  
PLATE**

### 519—Ignition Coating

A merchandising program to make ignition waterproofing a part of spring and fall tune-up has been developed by Krylon, Inc., Hardt Bldg., Philadelphia 22, Pa.



The waterproofing is an acrylic plastic that is sprayed on directly from the can. Shop posters and tags that attach to the engine to give date of last processing are two of the merchandising aids.

Want more information? Use coupon on page 136 and you'll get it!

### 520—Long-Pick Hammer

A long-reach peen of 9½" for driving up small dents in tight places is a feature of the long-pick hammer introduced by Bonney Forge & Tool Works, Allentown, Pa.

The drop-forged head is 12" over-all in length and has polished faces and

black finish. Round face is 1½" in diameter.

Want more information? Use coupon on page 136 and you'll get it!

### 521—Upholstery Cleaner

A lightweight upholstery cleaning machine for shampooing automobile interiors has been announced by Multi-Clean Products, Inc., 2277 Ford Parkway, St. Paul 1, Minn.

A finger-tip control on the scrubber head gives positive control of solution through a channel-feed scrubbing brush, a company announcement stated. Unit operates from a standard light socket.

Want more information? Use coupon on page 136 and you'll get it!

### 522—Magnetic Sockets

A line of magnetic power sockets in ¼", ⅝" and 1½" square-drive sizes has been introduced by Snap-On Tools Corp., Kenosha, Wis.

The sockets are especially recommended by the manufacturer for the self-tapping screws now being used in



increasing numbers. An Alnico magnet is imbedded in each socket. Standard handles and extensions can be used with the line. Seven hexagon sizes from ¼" to 1½" are available in the ¼" drive, four sizes from 5/16" to 1½" in the ⅝" drive and four sizes from ¾" to 9/16" in the 1½" drive.

Want more information? Use coupon on page 136 and you'll get it!

### 523—Disc Sander

Model 551 disc sander, said to incorporate the power of larger models in a compact, lightweight design, has been placed on the market by Skilsaw, Inc., 5033 Elston Ave., Chicago 30, Ill.

Weighing 7 lbs., the unit is balanced for easy operation at any angle or position. It uses a 7" disc and is 9½" in over-all length. It may be used with a 3¼" wire cup brush. Speed is 4,200 r.p.m.

Want more information? Use coupon on page 136 and you'll get it!



## We learned how to make a straight bolt ...and we DO IT!

TAKE two king bolts of another make out of your stock; lay one on top of the other; hold them up to the window. See the daylight between them? You may find a gap up to .015 inch.

Try the same test with two Monmouth King Bolts—no daylight visible.

Why? Because they are straight. We finish grind after heat treating. It costs

much more in time and tools but it is the only way to make a straight bolt. So we do it that way. Another example of the engineered and precision construction of Monmouth Replacement Parts which makes them preferred by master automotive mechanics.

N. A. P. A. distribution coast to coast gives you Minute-Man delivery on wanted Monmouth Parts.



Clutch Plates and Parts



Knuckle Support Pin



Bearings

All Monmouth Replacement Parts are engineered and precision made to safeguard the reputation of the master automotive mechanic and to insure user safety and satisfaction.



**THE CLEVELAND  
GRAPHITE BRONZE CO.**

REPLACEMENT SALES DIVISION  
4845 Carnegie Ave. • Cleveland 3, Ohio



***Farm & Ranch-Southern Agriculturist***

## **PUTS YOU IN THE DRIVER'S SEAT**

***in selling to the* MECHANIZED SOUTH!**

There's prosperity on wheels in the booming South today. Southern and Southwestern farms and ranches have more new trucks than any other section of the nation—a 187% gain since 1940. And there are 1,800,000 more automotive units (automobiles, tractors and trucks) on these farms and ranches than in 1940.

This means a tremendous job of servicing... tremendous movement of gasoline, oil and tires... a tremendous increase in retail sales in the South. It means you're in the driver's seat headed for increased sales and profits when your sales story is told in *Farm & Ranch-Southern Agriculturist*.

Because during 1950, advertisers got better results in the South and Southwest through *Farm & Ranch-Southern Agriculturist* than through any other single advertising medium.

On every selling level your sales will step up... when you're in the driver's seat, handling products advertised in *Farm & Ranch-Southern Agriculturist*—the magazine that reaches more Southern and Southwestern farm and ranch families than any other magazine of any kind!

***Circulation  
Guarantee  
1,290,000***

# **FARM & RANCH PUBLISHING CO.**

318 MURFREESBORO ROAD

NASHVILLE 10, TENNESSEE



## 524—Adjustable Curb Arms

A six-way adjustable deluxe Curb-L-Arms, making it possible for motorists to change the length of a curb indicator according to need for high or low fenders, has been introduced by Aves Electric Co., Beverly Hills, Calif.

Want more information? Use coupon on page 136 and you'll get it!

## 525—Truck-Tire Remover

Designed for dismounting hard-to-remove truck tires, the "Truck Tire-master" has been announced by Salisbury Corp., 1161 E. Florence Avenue, Los Angeles 1, Calif.

It is reportedly effective in removing

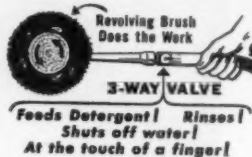
tires that have been on rims for long periods of time. The unit has four supporting arms which hold the tire and wheel in a horizontal position. Through the center of the arms is a shaft extending from a hydraulic ram. The upper end of the shaft is threaded and the truck wheel is locked on by a holding plate and nut. Four curved and fitted shoes are then automatically inserted between tire bead and wheel flange. The wheel is then pulled down and through the tire by the hydraulic ram. Shoes automatically follow the form of the flange, eliminating any possibility of damaging the tire beads, the manufacturer stated.

Want more information? Use coupon on page 136 and you'll get it!

## 526—Car Wash

The Super-DeLuxe Swirl-O-Matic brush for washing cars, featuring a valve that feeds detergent or clear water to the brush at the flick of a finger, has been announced by Melaire Distributing Co., 420 Lexington Ave., New York 17, N. Y.

The brush and valve attach to standard hoses. The brush has a revolving



center section driven by water pressure and a stationary bumper brush to reduce splashing. An extension handle and detergent tablets for use with the unit are also available.

Want more information? Use coupon on page 136 and you'll get it!

## 527—Self-Sealing Brake Piston

A self-sealing brake piston of the "Christie" type for all models of 1946-51 Plymouth, Dodge, DeSoto and Chrysler cars has been developed by Thermoid Co., Trenton 6, N. J.

Ruby-colored aluminum pistons are anodized for long life and are of a special two-piece design. Cups have double-lip seals and new-type coil springs are used.

All the parts for one wheel, including boots, pistons, cups and springs, are packaged as repair kit in sealed boxes.

The patented piston assemblies eliminate cup leakage and may be used to bring wheel cylinders in other Chrysler built cars up to 1951 design. The same pistons are furnished as standard in all Thermoid's replacement wheel cylinders for Chrysler-built cars.

Want more information? Use coupon on page 136 and you'll get it!

## 528—Safety-Check Campaign

A kit of materials for the national safety-check program for the month of May has been prepared by the Inter-Industry Highway Safety Committee, 1026 17th St., N. W., Washington 6, D. C.

Each kit contains a planning guide, poster designs, stickers, hand-out leaflets, radio spot announcements and suggested newspaper advertisements. It also includes a summary of facts and figures on the need for safety checks.

An important part of the program is the safety-check summary sheet for shops to fill out on all cars brought in for examination. One copy of the sheet is given to the customer and the other is retained by the shop.

A brief, simple check-list, in post-card form, is included for each shop to return to the Inter-Industry Highway Safety Committee, showing how many inspections were made during the month of May. This information helps the committee prepare promotion material that will bring more cars into the individual shops during future safety-check campaigns.

Want more information? Use coupon on page 136 and you'll get it!



Recommended by *Men Who Know!*

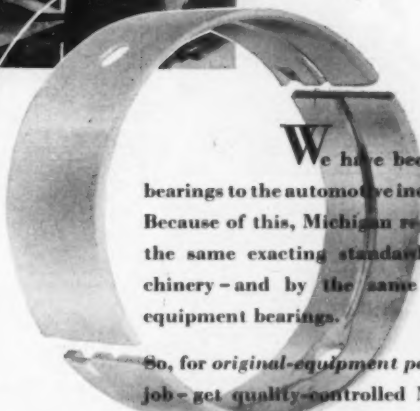
The men who know the importance of quality replacement parts use and recommend G-H Front End Suspension Parts, Tie Rod Ends and King Bolt Sets. Each G-H replacement part is scientifically engineered, precision built of the finest materials to give guaranteed performance. Increased sales, better profits, more satisfied customers are yours with the complete G-H "Safety Parts" line. Ask the G-H man or write us.



**HERSHEY METAL PRODUCTS, INC.**  
Derby, Connecticut



## REPLACEMENT-BEARING MANUFACTURE *is a business for* **EXPERTS**

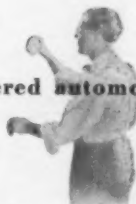


**W**e have been a "basic supplier" of engine bearings to the automotive industry for over a quarter-century. Because of this, Michigan replacement bearings are made to the same exacting standards—on the same precision machinery—and by the same skilled workmen as original-equipment bearings.

So, for original-equipment performance in every replacement job—get quality-controlled Michigan Engine Bearings . . . built by original-equipment experts!

michigan *Hi-Therm* engine bearings

The "Basic Manufacturer Line" . . . Built for America's best-engineered automobiles



DETROIT ALUMINUM and BRASS CORPORATION • DETROIT 11, MICHIGAN  
SOUTHERN AUTOMOTIVE JOURNAL for MARCH, 1951

conferences for exhibiting manufacturers and sponsoring wholesalers offer an opportunity for salesmen to learn all the features of a line from the factory men who know it best.

In the days ahead, closer cooperation between factory and wholesaler will be necessary to give customers the best service possible. The show is a good opportunity to get to know each other better and work out solutions to problems.

We would like to emphasize

that we have no intention of calling off the show unless the world situation becomes much worse. We have heard a few rumors that the show was being cancelled and we'd like to clear up that point.

We believe there is a definite need for the Southeast Automotive Show. We feel that the response of both wholesalers and manufacturers indicates that they recognize this need. And we're looking forward to a highly-successful show in every way this year in the Southeast.

## Virginias-Carolinas Group Will Meet March 21-22

THE spring meeting of the Virginias-Carolinas Automotive Wholesalers Association will be held March 21-22 at the O. Henry Hotel, Greensboro, N. C.

"Plans are being made for a most interesting session and the usual discussion of jobber problems by jobbers will be held," said W. W. Morse of Portsmouth, Va., president. "An outstanding speaker will be the guest of the association at the dinner meeting on March 21. We expect a large attendance at the spring session."

## Gatke Names Georgian

John T. Lanford of Atlanta is now district representative for the Gatke Corp., Automotive Division, in Georgia, Florida and South Carolina. In the replacement trade for 20 years, Lanford headquarters at 905 Juniper St., N. E.

## Atomized Assigns Kentucky

Atomized Materials Co. of Pittsburgh, Pa., is now represented in Kentucky by the Roy Baldwin Co., 1190 Collingwood Ave., Detroit, Mich.

## Atlanta Warehouse Opens

South Gate Brake Specialties Co. of South Gate, Calif., has established a warehouse at 344 Williams St., N. W., Atlanta.

Dick Broderson, formerly No. 2 man in the Pine Bluff store of the Crow-Burlingame Co. Unit of Ozburn, Crow & Yantis Co., has been appointed manager of the Asher Ave. store at Little Rock, Ark.

Tom Martin, who has been in the paint and abrasive business for several years, is now covering the city and adjacent territory on paint and allied lines for Van's Auto Supply, Oklahoma City, Okla.

Henry Duke, who formerly traveled the territory for Voss-Hutton Co., Little Rock, has purchased the interest of E. J. Rowell in Auto Parts & Bearings Co., Hot Springs, Ark., it was announced late last month.

# GET ON THE TOBIN-ARP BANDWAGON



TOBIN-ARP Step Ahead Engineering has achieved new heights in...



PM-100

MAINTENANCE  
PRECISION  
OPERATION  
CUSTOMER  
SATISFACTION  
PARTS SALES  
PROMOTION

TOBIN-ARP Pneumatic Hydraulic Pin-Fitting Machine for boring Piston Pin Holes in Piston and Connecting Rod  
★  
Front Wheel Spindles Without Removing Brake Flanges  
★  
Rocker Arms—Break Cylinders—Steering Sectors

EQUIP  
YOUR SHOP WITH THE  
TOBIN-ARP "PM"

TOBIN-ARP MFG. CO., 2845 HARRIET AVE., MINNEAPOLIS 8, MINN.

# A Glaser EXCLUSIVE Galloy BODY SOLDER

## Your solution to government tin restriction

Use of the famous Glaser Body Solder is not now permitted due to government restrictions. The Glaser Laboratories have developed **GALLOY BODY SOLDER**, a special alloy, which conforms with government tin restrictions, yet does a fine job.

As a result of the exclusive Glaser alloying process and special ingredients, **GALLOY BODY SOLDER** in extruded triangular bars, has physical characteristics which make it spread and work easily.

Extruded **GALLOY BODY SOLDER** gives you practically the same unmatched performance on all your body work as higher tin solders.

Ask your favorite jobber for **GALLOY BODY SOLDER** by **GLASER** today—if he is not able to supply you, write us.

### OTHER GLASER PRODUCTS

Glaser Acid Core Solder  
Glaser Radiator Acid Core, Solid Wire & Bar Solder  
Glaser Spray Gun Solder  
Glaser Genuine Babbitt Metal for "con" rods and main bearings.  
Glaser tinning compounds.

**"It's a cinch to do a perfect job with Galloy Body Solder by Glaser and Glaser 2-in-1 Hot Tinning Stick."**

Represented in the southeast terr. by G. W. Klier Co. Atlanta 3, Ga.  
Represented in the southwest terr. by R. L. Rager Co. Dallas 5, Tex.

PAT. PEND.

## Glaser Lead Company, Inc.

21-31 Wyckoff Avenue, Brooklyn 27, N. Y.

**RENDERING DEPENDABLE SERVICE TO THE AUTOMOTIVE INDUSTRY SINCE 1922**

SOUTHERN AUTOMOTIVE JOURNAL for MARCH, 1951

157



For selling more Fram oil, air and fuel filters than any other salesman in the United States during 1950, D. W. Hazlewood, Jr., of Lubbock, Texas, won this Ford car, awarded by Fram Corp. Hazlewood is employed by Rigney Auto Parts Co. Third from left is Hazlewood, accepting ignition keys from Frank Maupin of Dallas, Fram representative. Between them is D. R. Crandall, Jr., Ford district manager. On opposite side of the car are J. C. Rigney, left, owner of Rigney Auto Parts, and Harry Morris, president of Lubbock Auto Co., the Ford dealership.

## ARE YOU A FIRST ORDER VICTIM?



## My Tenth Order of Rags Satisfactory as My First!

Wipe-Master wiping cloths do not scratch! That means more satisfied customers for you. That means more money! Wipe-Master cloths are carefully sterilized and processed—always dependable! Customers such as Esso Standard Oil Company, Counts Automotive Supply Co., C. D. Franke & Company, Inc., National Carbon Company and many

others insist on Wipe-Master for all requirements. The makers of Wipe-Master recognize the exact needs of the automotive trade and never let their customers down. More and more garages and service stations are insisting on Wipe-Master brand cloths every day. Phone your jobber today, or write direct for the name of the Wipe-Master jobber nearest you.

**JOBBER:** Your inquiries invited. It means more satisfied customers to you!

### WIFE-MASTER

*Wiping Cloths*



**SOUTHERN WIPERS, INC.**

511 EAST 25TH STREET • CHARLOTTE, NORTH CAROLINA

### Aro Equipment Names Fryer and Hill

**H**AL Fryer has been appointed midwestern regional sales manager for Aro Equipment Corp.'s lubricating equipment and Harold J. Hill has been named eastern regional sales manager.

Fryer formerly was with the Davison Automobile Chemical Corp. and Hill was field representative for Alemite Corp.

### Supco Names Harvey-Merrithew

Harvey-Merrithew Sales Co. of Dallas, Texas, has been appointed by Supco Products Corp. to represent it in Texas, Oklahoma, Louisiana and Arkansas. A complete warehouse stock will be carried at Dallas for fast delivery and convenience to the trade in those states.

### Sherry of Perfect Circle Dies

John A. "Jack" Sherry, Perfect Circle Corp. regional sales manager, died February 20 after a lingering illness. He first joined Perfect Circle in 1931 as a field representative. In 1944 he was appointed regional manager with headquarters in Indianapolis, Ind.

**Fred Bosshart** is now city salesman for Crow-Burlingame Co. Unit of Ozburn, Crow & Yantis Co., Little Rock, Ark. He formerly was manager of the firm's Asher Ave. store at Little Rock.

\* \* \*

"We recently added the Andrew-Brown paint line," Claude Wilson of Van's Auto Supply, Oklahoma City, Okla., reported.





with  
**K-D TOOLS**  
 you can service valves in  
**ANY FORD-BUILT MOTOR**

Here are the correct combinations for removing and replacing valves in any motors built by Ford since 1928. Step-by-step servicing procedure in K-D Valve Service Bulletin #150.

MODELS	TO REMOVE	TO REPLACE
V-8 1932-'33	245 Bar Lifter + 818 Guide Driver	245 Bar Lifter
All other V-8 - (except 60 h.p. and 150 h.p.)	920 Valve Guide Puller Set Consists of 917 Driver and 918 Puller	245 Lifter OR 925 Replacer
1949-50 V-8 Optional servicing individual valves without removing guides	930 Valve Spring Compressor	930 Compressor + 608 Valve Keeper Inserter
V-8, 60 h.p.	860 Valve Guide Puller Set	260 Bar Lifter
V-8, 150 h.p. Truck and Lincoln 1949-50	930 Compressor to raise spring	930 and 935 Compressors + 608 Inserters for free-type valves
Lincoln-Zephyr and 4 cyl. (late); Tractor to 1949	920 Valve Guide Puller Set	925 Replacing Tool (These engines have no "heel" to rest a bar lifter)
6 cyl. to 1948	920 Set + 923 Adaptor	
6 cyl. after 1948 (except 110 h.p.)	700 Valve Spring Lifter	700 + 608 Keeper Inserters
6 cyl. Truck 110 h.p. 1950		700 + 609 Keeper Inserters
4 cyl. Models A, B	307 Lifter + 502 Guide Driver	307 Lifter

**K-D TOOLS Make Hard Jobs EASY!**

K-D MFG. CO.  
 LANCASTER, PA. HAMILTON, ONT.

#### NOTE TO MY CUSTOMERS

Due to present conditions, I have decided to allow you to go through my catalog Tuesdays and Thursdays between the hours of 2 and 4 p. m. Please arrange to give me your undivided attention.

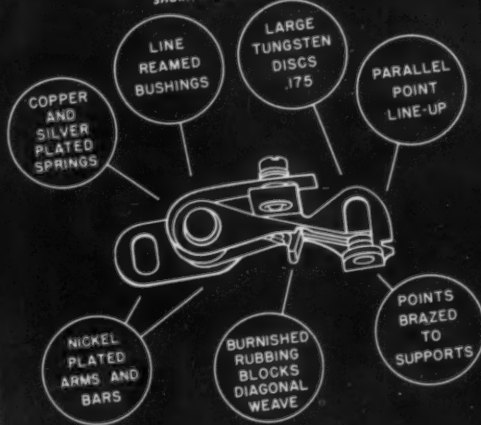
This will permit me to spend my mornings in bed and start on my weekend fishing trips without delay.

NOTE: The above applies only so long as the war produces a scarcity of materials. After the war I will be around at all hours, kissing your --- as usual.

This is a reproduction of a slip with which Glen Goble, salesman for the Automotive Division, Oklahoma City Hardware Co., Oklahoma City, has been having some fun by circulating it among his customers.

## "Shurhit Engineered" means Quality Ignition

### CONTACT POINT SETS SHURHIT ENGINEERED



Every time YOU install a replacement part your reputation is at stake with your customer.

More than a quarter of a century of manufacturing experience and "know how" enable us to supply the quality of ignition replacements which assure continued, profitable relations with your customers.

Write for the name of your nearest Shurhit Jobber.



# Shurhit

SHURHIT PRODUCTS, INC. • WAUKEGAN, ILLINOIS

#### Jobber News

(Continued from page 81)

subjects of current interest and discussions of association activities. Each of the participating manufacturer members will have a booth for distributor conferences.

Co-chairmen for the Dallas conference are W. H. Thomas of Beard & Stone Electric Co., Dallas, and Kindel Paulk of Wichita Falls Battery & Electric Co., Wichita Falls, Texas.

George L. Shadburn, Jr., zone manager for United Motors Service at Atlanta, and J. E. Morris of Carburetor & Ignition Co., Hattiesburg, Miss., are co-chairmen for the Atlanta conference.

#### Richmond Warehouse to Open

A factory warehouse for Perfection Gear Co. is scheduled to open at Richmond, Va., on March 20 with William H. "Bill" Morris as manager. It will be at 2906 West Broad St. The branch and territory will continue under the supervision of W. Y. Arrants, Southeastern district manager.

Ty Mashburn of J. B. Cook Auto Machine Co., at Little Rock, Ark., has been promoted from assistant buyer and counterman to purchasing agent.

Ray C. Ricke, president of B-4 at Dallas, Texas, has been appointed chairman of national and state legislation committee of Automotive Booster Club International, Inc.

Clifford Coxsey is now working the city territory for Central Motor Supply, McAlester, Okla. He formerly was with J. C. Hamilton Co. of Tulsa.

# Dear Boss:

## Jobber salesmen are lazy. <sup>not</sup>

Dear Editor:

I have just finished reading your article entitled "Dear Boss: Jobber Salesmen Are Lazy" and I am hopping mad. I am a jobber salesman, and I'd venture to say the salesmen of the particular concern mentioned in the article have had previous experiences with factory representatives.

I have had numerous contacts with factory men and have had them go with me on my daily calls. First, let me point out a few things that you probably realize but possibly some of the top management and sales managers don't:

For one thing, with a factory man with him the jobber salesman's calls are cut 'way down while the salesman waits for the factory man to finish his usual long-winded discussion — even when the salesman goes ahead and checks stock after the introduction. He is finished and ready to go long before the factory man is finished.

Also the usual factory man is a high-pressure know-it-all and lately I have come in contact with some that are very young and don't know their product as well as I or the jobber's man does. Most parts men don't like to be high-pressured or told they are wrong and I've spent plenty of my time making apologies for taking my customer's time with the factory man.

Is it any wonder the men didn't want to leave before 10 a.m.?

On one occasion I remember my calls were cut in half while working with a factory man. Do you think the possible increased sales due to the factory man's efforts overcame what I lost due to my not being able to complete my schedule?

Also, the factory man is in all cases trying to sell the jobber salesman just his product. I work for a jobber who handles several oil-filter lines and an oil-filter fac-

*Editor's note: The January issue carried an article in which a salesman for a manufacturers' agent asserted that "jobber salesmen are terribly lazy as a whole" and told how he had lost so much time in the field because of this. Any further comments are welcomed by the editors.*

tory man spends the entire time we are together in the car telling me the merits of his filter. I don't care which make filter I sell—just so I sell!

I'll grant you I value all the increased knowledge I can obtain from a factory man but I think their activities should be limited to meetings when a salesman has no other lines to worry about at that time. It's no fun listening to that yakety-yak in the car with you all day long when you are thinking about that next call or what you're going to sell the next fellow.

Also, the factory man is just as apt to hurt you as help you. One of these young guys is liable to make a wild statement that you'll never live down.

From the factory's standpoint, naturally the representative is fine. If he can keep the jobber salesman conscious of his product, fine. If he can even get the jobber's man to push his particular line, fine. But they get in my hair, believe me.

The average jobber handles, say, 40 to 100 or more lines. If a factory man representing one line can practically monopolize a jobber's man for a whole day, why that's fine, great—for the factory. Not the jobber.

As I said, I'm glad, eager to learn about all of my lines. But as for me, I'd like to listen to the

factory men at sales meetings. It's expensive knowledge learned at the expense of lost calls and irritated customers.

Is it any wonder the jobber salesman leaves before the factory man shows up or fails to show up himself? The representative in the article says he hopes some jobber salesman works him 15 hours a day for a week. As for me, I don't want him for 15 minutes.

Getting back to serious talk, I honestly and sincerely believe I can sell more and do a better job for myself and my company by not having factory men make calls with me.

I'll pick up my news items and new things to learn about my products at meetings and through mailed factory literature.

Yours truly,  
(Signed)

RICHARD H. ZOLLINGER,  
D. C. Speedometer Repair  
Co.,  
Washington, D. C.

### Richburg Clinic Draws High Attendance

"MORE than 100 mechanics attended our Blue Streak automotive electrical ignition clinic Feb. 12," Partner Truman Southwell of Richburg Auto Supply Co., Andalusia, Ala., reported. "It was very successful."

Charles Webb, field engineer for Standard Motor Products, Inc., conducted the meeting.

### Alabamians Meet April 15-16

The spring convention of the Automotive Wholesalers' Association of Alabama will be held Sunday and Monday, April 15 and 16, at the Jefferson Davis Hotel, Montgomery, Executive Secretary Nathan M. Roberts announced. M. D. "Buck" Taylor of Andalusia is president of the association.

# Record Jobber Attendance Anticipated for Southeast

By **ARNOLD J. SIEGAL**  
President, Southeast Automotive Show, and  
President, Alabama Auto Parts Co.,  
Birmingham, Ala.

**W**HAT's the outlook for the 1951 Southeast Automotive Show?

Perhaps the best indication of the enthusiasm for the show is the

fact that 100 wholesalers signed up to be sponsors the first day sponsoring - wholesaler contracts were out. Others have continued to sign up.



We are expecting the best jobber attendance ever at the 1951 show, scheduled May 10-13 at Lakewood Park in Atlanta. A number of jobbers who were unable to attend the ASI Show at Chicago last December have expressed particular interest in the Atlanta show.

One good feature of a regional show is that jobbers can bring



## FREE DISPLAY BOARD

Easily installed — no hole drilling required . . . made of No. 20 gauge steel and beautifully finished with the famous Richlite Triple Plate. Write for catalog sheets illustrating our complete line of 16 numbers to fit every car.

Free Display Board is rigid all metal construction in three beautiful colors — red background with black on white trim . . . has easel for counter use and holes for wall mounting. Size 18½" wide x 12" high.

### Fits All Popular Cars

No.	Description	No.	Description	No.	Description
800	Buick 1941-50	815	Hudson 1948-51	835	Olds. (98) 1948-49
801	Chevrolet 1949-50	800	Kaiser Frazer 46-50	836	Olds. (98) 1951
802	Chrysler 1950	819	Kaiser Frazer 1951	843	Packard 1948-50
802	DeSoto 1950	823	Lincoln-Merc. 49-50	802	Plymouth 1950
802	Dodge 1950	827	Lincoln Cosmo. 49-50	847	Pontiac 1941-48
811	Ford 1941-48	831	Nash 1950	848	Pontiac 1949-50-51
802	Ford 1949	800	Oldsmobile 1941-48		Chevrolet 1951
812	Ford 1950	801	Olds. (76-88) 49-50	853	Studebaker 1946-51



**DUAL ROCKET Exhaust Deflector**

Has a universal clamp and is easily attached to all cars with bolts and nuts furnished. Tubes are made of heavy gauge wall tubing and triple plated with copper, nickel and chrome. Length 9½"



**ROCKET-GLO With STIMSONITE JEWELS**

Twin rocket design with STIMSONITE jewels which glow in the dark. Finished with the famous Richlite Triple Plate. Universal clamp — fits all cars. Length 7½" width 4½"



**JET GLO Exhaust Extension**

This new porcelain enamel red ring will stand a temperature of 1600° Fahrenheit — Will Not Burn Off. Finished with the famous Richlite Triple Plate. Length 9" width 3½"

**Richlite**

**MANUFACTURING COMPANY**  
2326 INDIANA AVE • CHICAGO 16, ILL.



## 186 Sales Outlets Become Sponsors

Preliminary tabulations on Feb. 21 showed that 94 sponsors with 92 branches had signed up to sponsor the Southeast Automotive Show. This is a total of 186 sales outlets.

By that date 96 manufacturers had signed contracts to exhibit. Space drawing will be March 12 at the Biltmore Hotel, Atlanta.

"Contracts from each source are coming in regularly with the arrival of each mail and by the time our space - drawing date rolls around, I am confident each list will more than double in number," said Show Director Foster B. Steward.

their salesmen, as well as their sales managers and other top officials, to see the latest in equipment and methods. Because of the time and expense, salesmen often are unable to attend the larger national show.

The Southeast Show will give jobbers' employees a chance to talk with the top men of the manufacturers they represent, to get to know these men as well as their products. The closed sales





Reading time: 1 min., 51 seconds

"Look, Ray, you've been working in this grocery since you were eight. You're a partner. You know there's a good living here."

"But I've got a yen to sell these new automobiles, Pa. I know it sounds crazy, but I just got to do it."

Father and son looked at each other, the father silent, knowing with all the logic on his side, he could not win against the call of the new, the challenge of the exciting unknown.

"Tell you what, Pa," Ray said slowly. "If I don't sell twenty-five cars in six months, I'll forget automobiles, never talk of them again—honest!"

"That's the craziest thing you've said yet. There weren't that many cars sold here all last year. Where are you going to sell twenty-five cars, Ray?"



"One of 'em I'm going to sell to you, Pa," Ray grinned.

And six months later Ray had reached his goal. The feat had won a spot as manager in a dealership for the newly-formed Dodge Brothers Company. And among his twenty-five customers was Ray's father.

Ray's successful selling was based on a simple lesson he had learned in his father's grocery. Sell a good useful product. Back it with dependable service. He continued piling up records with his vigorous sales pace... 1915... 1916... 1917. And Ray was looking ahead, even then. Late in 1917 a dream that had taken shape in Ray's mind came true. His employer decided to retire, and Ray's record won a quick okay from the factory when the dealer proposed that Ray and a mechanic friend take over the dealership.

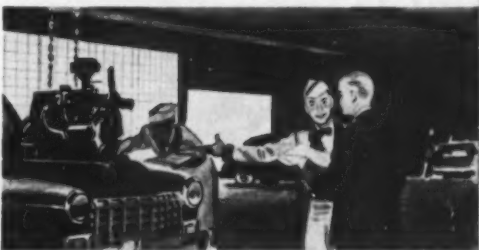
Through the years Ray's look ahead, plan ahead program helped him get ahead in a big way. Then came 1942, the war and new problems. His partner, handicapped by ill health, decided to retire, but Ray felt he must keep faith with

# "Look Ahead-Plan Ahead-To Get Ahead"

*advises Ray...*



his customers and his loyal employees (many had been with him since World War I). So again Ray was looking ahead, planning ahead. "Transportation service," he said, "is going to be more important now than ever. We will continue to sell the best, the best in parts, the best in workmanship." Soon he was servicing other makes of vehicles as well as Dodge and Plymouth cars and Dodge trucks. And so a host of satisfied customers in his district were on his customer list when the new cars returned.



If you talk to Ray today, he will point out to you a hustling young man in his showroom. "That young fellow out there is building himself an opportunity in this automobile business, the finest business in the world. Any young fellow can do it. If he will learn to look ahead and plan ahead, he'll get ahead."

Write for our free booklet containing a number of these stories of accomplishments by enterprising men. Chrysler Corporation, 341 Massachusetts Ave., Highland Park 3, Mich.



**Chrysler Corporation**

PLYMOUTH • DODGE • DE SOTO • CHRYSLER • DODGE "Job-Rated" TRUCKS  
Fine Cars of Great Value



## General Motors Payrolls Hit Record High in '50

GENERAL Motors payrolls reached an all-time high in 1950 while employment equaled the record set during World War II, it was announced on Feb. 27 by C. E. Wilson, president, and Alfred P. Sloan, Jr., chairman of the board.

Average employment of sal-

aried and hourly-rate workers totaled 465,239 in 1950, a peacetime record and equal to the wartime peak year of 1944. This compared with an average of 401,326 employees in 1949.

Payrolls rose to a record high of \$1,809,218,043 last year, compared with \$1,440,690,450 in 1941.

The increase was attributed to a greater number of employees working steadily and with substantial amounts of overtime. With most plants operating on a two-shift basis and many shifts totaling 45 or more hours a week, hourly-rate employees worked an average of 41.5 hours a week in 1950, compared with 39.5 the previous year.

In the United States plants, hourly-rate employees' earnings averaged \$74.58 last year, as against \$68.41 in 1949.

In 1950 General Motors established a new record in employee safety for the fifth consecutive year and qualified for its seventh award from the National Safety Council.

### AC Sets Record

The AC Spark Plug Division in Flint established a new safety record for the automobile industry by operating 15,071,464 hours without a lost-time accident.

Increased participation in the corporation's suggestion plan was noted. Suggestions totaled 93,190, compared with 67,625 in 1949. Of those submitted last year, 23,293 were adopted and awards with a cash value of \$975,196 were granted.

General Motors established a peacetime record in employee training last year. Nearly 25,000 men and women took part in training programs under supervision of General Motors Institute, a majority of them in management training and special technical programs in manufacturing and distribution.

In their statement issued prior to distribution of the annual report, Wilson and Sloan commented:

"The men and women of General Motors want to do their part, as they did a decade ago, to build up the armed might of the nation. They also want to continue to have steady jobs and income during 1951. GM's management is likewise desirous of maintaining volume production and continuous employment. The management hope that there will be sufficient defense production to take up the slack as civilian production necessarily declines."

During 1950 GM negotiated wage agreements that continued the cost-of-living formula and increased the annual improvement factor, both first established in 1948 by the company.

**NOW!**

Dramatic, new

**AIRTEX**

SALES TOOL

Promotes FUEL PUMP Sales!


This powerful

**FUEL PUMP SALESMAN**

Yours for the asking. Get it from your jobber!

Display this colorful, 17" x 22" Fuel Pump wall poster in your shop.

Tells the fuel system story. SELLS fuel pumps and service!



Take advantage of the liberal

**AIRTEX CORE CREDIT PLAN**

ON NEW PUMPS

Trade in your old core for 25c extra profit on a new single type pump and 50c on a new dual type.

**AIRTEX**

**AUTOMOTIVE DIVISION**

World's largest independent Fuel Pump Manufacturer

FAIRFIELD, ILLINOIS

### "Why I changed my serviceman"

By a Disgruntled Car Owner

"I had just had the old bus serviced—and we were off for a picnic at Silver Lake—happy as kids on circus day. There we were, driving down a lonely road—ten miles from a service station—when the fan belt went blooie! Our holiday was shot to Halifax. You ask me why I changed my serviceman?"



## Was This One of Your Customers?

...or do you always replace the fan belt before it fails?

Do you check the fan belt every time you service a car? Do you make *sure* it won't let your customer down?

Remember, everything hangs on the fan belt—the cooling, ignition and lighting systems. You don't save your customer anything by postponing the replacement of his fan belt, because it's bound to break—and he will blame you.

Make your replacements with Thermoid Fan Belts. They are "a horse of a different color." Thermoid Fan Belts are

pre-stretched to insure *lasting* fit. Belts that don't stretch, don't slip, and so they last longer—give more dependable service.

Thermoid Company • Trenton, New Jersey

#### Tell Your Customers These Facts About Fan Belts

A fan belt takes an awful beating from oil, grease, engine heat and just plain wear.

Automotive engineers advise playing safe by replacing fan belts every two years, or every 20,000 miles.



# Thermoid

Brake Linings • Fan Belts • Radiator Hoses • Hydraulic Brake Parts and Fluid • Car Mats • Clutch Facings • Thermoid Precision Process Equipment

## Fred M. Zeder Dies In Miami, Fla.

FRED M. Zeder, 64, vice-chairman of the board of directors of Chrysler Corp., died Feb. 24 at Miami, Fla. He was also vice-president in charge of engineering.

With Chrysler Corp. since its founding, Zeder aided in development of the high-compression automobile engine, hydraulic four-wheel brakes, down-draft carburetor, automatic clutch and

other engineering improvements of the company.

He had gone to Miami for a convention of the National Inventors' Council. He was chairman of the council's committee on land transportation and armored vehicles.

The diaphragm of the fuel pump produced by the AC Spark Plug Division of General Motors is said to flex up to 3,000 times a minute during operation. It is of treated fabric.



E. M. Braden has been promoted to sales supervisor for the Dodge Division. He joined Dodge in 1941. In 1947 he became regional manager at St. Louis, a position he held for two years before going to Chicago as regional manager.

**Dealers Everywhere are Cheering...**

**the new Master Method**

**Combination tune-up\***

And why shouldn't they? Because it's one of the nicest little money-making ideas that has hit the trade in years. You can now offer your customers a Sensationally Fast and Inexpensive motor tune-up that will insure

- More Miles Per Gallon
- More Power from Their Engines
- More Years of Service from Their Cars

**1 can CARB MASTER\*  
+ 1 can SIX MASTER  
= PEAK PERFORMANCE**

**Here's all you have to do:**

★ Pour a can of Six Master into the crankcase. Six Master dissolves all motor varnish, gum and carbon sludge; frees all valve mechanisms; removes all sticky substances from rings and ring grooves, thus improving compression. Six Master also adds to the oil the 5% high detergent so important in late model cars.

★ Give the carburetor a Carb Master cleaning without dismantling. (The only mechanical work required is the disconnection of the air cleaner for access to the Venturi tube, and the disconnection of the fuel intake line for access to the float chamber.) Carb Master completely dissolves all gums and sludge in the carburetor — leaves it new-metal clean. After a Carb Master treatment, any car is certain to give more miles.

Put your own price on this service. Car owners are ready for it, because the Master Method really gives peak performance. See your jobber at once about our powerful newspaper mats and mailing pieces.

**GETTY FROM YOUR ADDRESS**

**SAVE WHILE RIDE FROM CAR**

**PRODUCTS WORK WHILE YOU RIDE**

**Chemical Company**  
Mfg. Chemists

34 CRIGHTON ST., CAMBRIDGE, MASS.  
THE SILENT PARTNERS OF MOTOR EFFICIENCY

## Octane-Ceiling Plan On Gas Is Dropped

THE proposal to impose national ceilings on civilian-gasoline octanes has been dropped, the Petroleum Administration for Defense announced late last month.

PAD now plans to conserve tetraethyl lead by allocating it, instead of by fixing octane ceilings, administrators said.

The announced goal is a 20 per cent reduction in the supply of tetraethyl lead for use in civilian gasoline.

## C. S. Holley Purchases Oldest Dodge Agency

CLAUDE S. Holley of Tyler, Texas, has bought controlling stock in Jackson Motor Co., Beaumont, Texas, said to be the oldest Dodge dealership in the South, from Ben D. Jackson, former president.

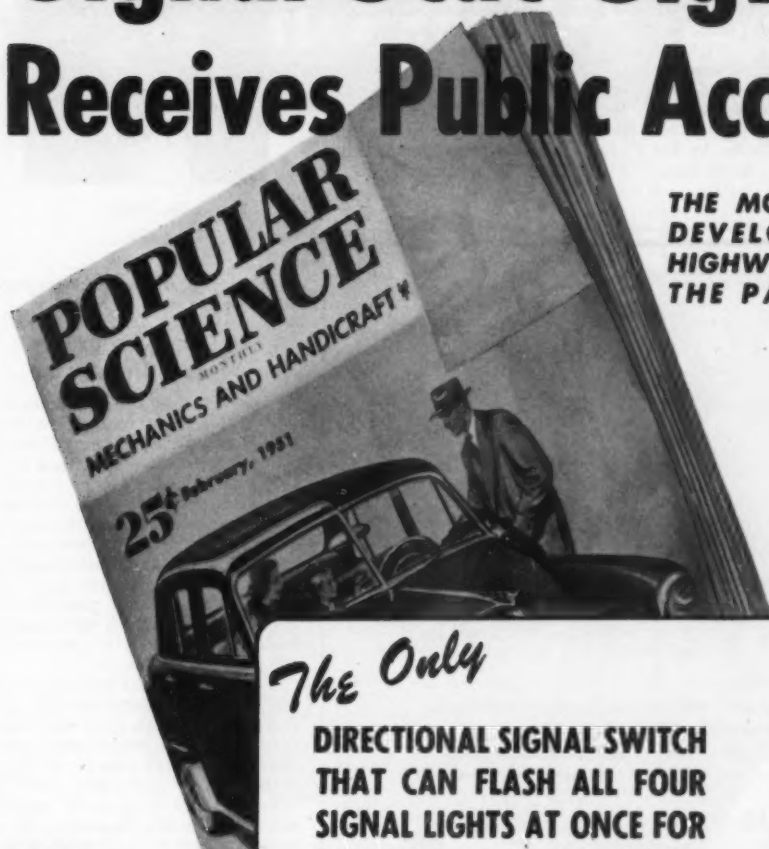
Holley is now president of the firm, which will be called Holley Motor Co. Wayne C. Noel is secretary-treasurer. Clyde L. Phillips will continue as general manager.

## Tax Hearing Is March 12

The week of March 12 will be devoted to hearings on the excise tax increase proposed on automobiles, according to the schedule of the Committee on Ways and Means at press time. Secretary of the Treasury Snyder has recommended that the seven per cent manufacturer's excise on new cars be hiked to 20 per cent.



# Signal-Stat Sigflare Receives Public Acclaim!



THE MOST AMAZING  
DEVELOPMENT FOR  
HIGHWAY SAFETY IN  
THE PAST DECADE.

**Sigflare  
Is Also  
On Radio  
And Television . . .  
Are You Sharing  
In This Popular  
Interest?**

*The Only*

**DIRECTIONAL SIGNAL SWITCH  
THAT CAN FLASH ALL FOUR  
SIGNAL LIGHTS AT ONCE FOR  
EMERGENCY WARNING  
WHEN VEHICLE IS DISABLED.**

**Converts Tail Lights and Parking Lights  
Without Special Sockets.**



**Signal-Stat** CORPORATION

SIGNAL-STAT BUILDING

523-539 Kent Avenue, Brooklyn 11, N. Y.



## Hunt Becomes Manager Of Mountjoy Company

**H.** C. "PETE" Hunt has been appointed general manager of Mountjoy Co., San Antonio, Texas, President C. H. Mountjoy announced late last month.

Hunt started in the automotive business as a delivery boy in Fort Worth in 1924. He moved to California several years later. He has held many positions in the aftermarket industry, from coun-

terman to district manager of companies.

For the past few years he has been field secretary for National Standard Parts Association in Texas and 11 other states. He is a past president of Automotive Booster Club, International. He is a native of Fort Worth.

"The creation of this new position will enable the Mountjoy Co. to further expand its services and merchandising helps to customers," Mountjoy said. "We feel that Pete Hunt is well qualified to



Mr. Hunt



Recommend Scientifically Engineered

## MARVEL MYSTERY OIL

More than thirty years of constant scientific research and experimentation by Emrol engineers have made Marvel Mystery Oil the best specialized automotive lubricant.

- A must for cars with hydraulic valve lifters • Stops dry firing in upper cylinder area
- Quiets high compression ping • Frees sticky valves—prevents carbon formation

### UNEQUALED FOR NEW CAR BREAK-IN



### A GREAT SALES TEAM

The Marvel Inverse Oiler teamed with Marvel Mystery Oil makes an unbeatable selling combination. Modern high compression engines with poor upper cylinder lubrication need them. Adjustable brackets provide easy installation.



Ask your jobber about Emrol products or write Dept. 163



execute the duties and responsibilities assigned to him."

## MEWA Petition Asks Normal Mark-Up

**T**HE Motor and Equipment Wholesalers Association has filed a petition with the Office of Price Stabilization requesting that the General Ceiling Price Regulation be amended to allow automotive wholesalers to add their normal percentage mark-up on all increases in cost of merchandise which became effective prior to the issuance of the price-freeze regulation and which wholesalers had no opportunity to pass on to their customers.

The price-freeze regulation caught the wholesalers with increased costs from their manufacturer suppliers which they have not been able to pass on to their retail dealer customers, MEWA officials said. As a result, wholesalers claim this regulation is a serious threat to their welfare because it is having such an adverse effect on their profit structure that it will be difficult for them to meet payrolls and other operating expenses if the present situation continues.

"Unless automotive wholesalers are given immediate relief, they will be handicapped in their ability to serve the hundreds of thousands of car and truck dealers, service stations and independent repair shops throughout the country who rely on the wholesaler as their principal source of supply," said MEWA's letter to Michael V. DiSalle, director of price stabilization. "As a result, these retail automotive service outlets will be unable to satisfactorily service the nation's defense transportation system."



*"Knock-Out"*

## WET VALVE REFACER

Model  
K403

Now, a complete refacer  
in the low-price field...  
and with features not  
offered on many higher-  
priced machines!



### FEATURES

- Grinds wet or dry
- Five-inch grinding wheel
- V-type table ways requiring no adjustment for wear
- Zero to 90° positive stop face angle settings—with minus 1° for any angle
- Universal rocker arm attachment
- V-rest for butt grinding
- Collet-type workhead with controlled rpm's
- Concealed coolant system
- Precision-built for accuracy!

See your  
**K. O. LEE JOBBER**  
or attach ad to  
business form.



**K. O. LEE COMPANY, ABERDEEN, SOUTH DAKOTA**

WET VALVE REFACERS • VALVE SEAT GRINDER SETS • VALVE SEAT INSERTS  
RESEATER SETS • ROD ALIGNERS • STUD WRENCHES • DRILLS • SANDERS  
POLISHERS • HAND GRINDER SETS • REAMER DRIVES • A. C. WELDERS

## McMillen of Dallas Joins Hart and Foster

**W.** M. FOSTER, of the long-established Dallas, Texas, firm of Hart and Foster, manufacturers' agents, announces that effective Feb. 10 V. G. A. McMillen of Dallas joined the firm and has taken over the Houston and San Antonio territory.

McMillen's connection followed retirement of Alvin Hart, son of the late Gene Hart. Ill health of Alvin Hart forced his withdrawal, but the firm name will not be

changed "as long as I have the business," said Foster, who is sole owner.

McMillen is rich in experience in the automotive business, says Foster, the new territory man having been connected with outstanding institutions in Amarillo, Dallas, Houston and San Antonio.

## Old Dominion Boosters Fete Past Presidents

**O**LD Dominion Automotive Booster Club, Inc., B-35, held its annual past presidents'

party Feb. 24 at the Jefferson Hotel at Richmond, Va.

President James W. Rankin introduced Past Presidents Dave Cody, Johnnie Suttles and A. Pat Gannon. The affair was well attended.

## AEA Members Meet At Chicago Hotel

**T**HE annual membership meeting of the Automotive Electric Association was held Feb. 18 at the Edgewater Beach Hotel, Chicago, Ill. After a general meeting there were separate meetings for the manufacturers division, central distributors and service distributors.

Manufacturer - distributor conferences were held Feb. 16-23 by association members. Meetings of the committees on aviation, business management, catalogs, regional conferences, technical training, tune-up and uniform stock arrangement were also scheduled.

## MEWA Urges Back-Orders —Not Cancellations

**I**N A recent letter addressed to manufacturers of automotive parts, equipment and accessories, the Motor and Equipment Wholesalers Association pointed out that the practice of some of the suppliers in cancelling items on wholesalers' orders which cannot be shipped immediately "works an unnecessary and avoidable hardship" on wholesalers.

The letter, signed by General Manager B. W. Ruark, quotes from the talk the association's president, James C. Parker, of Mobile, Ala., made at its convention in December. Parker stated that what happens is that the wholesaler does not know what items are not being shipped until he checks material received against his order. The wholesaler, of course, immediately reorders the missing items (that is, if he has the necessary help), but meanwhile the manufacturer-supplier has received some of the items, and, being very short on them, immediately ships the entire lot out on orders momentarily at hand, so that the reorderers of other disappointed wholesalers "miss the boat" and meet with a second cancellation. This can go on and on, it was said.

The answer, the letter pointed out, is to establish a policy of back-ordering.

**LOU MOORE SAID HE WOULD... AND HE DID!**

**WESTERN UNION**

RECEIVED AT ATLANTA GA DEC 12 1230P 1950

WESTERN UNION PISTON RING CO.  
BIRD PISTON RING CO.  
ATTN: F. W. WHITE

NOW NATIONAL THREE A CHAMPIONSHIP FOR 1950 USING  
YOUR PISTON RINGS EXCLUSIVELY IN MY 270 CUBIC INCH  
OFFENHIMER, I WISH TO COMPLIMENT YOU ON A FINE  
PRODUCT. REGARDS  
HENRY BANKS

**HENRY BANKS  
TAKES  
AAA CHAMPIONSHIP  
USING  
BURD  
Graf-Flox PISTON RINGS  
ALL THE WAY!**

It was a 'right combination from the word go! Henry Banks, Driver... in a Lou Moore built car that finished sixth at Indianapolis... equipped with Burd Graf-Flox Piston Rings. And it paid off with racing's most coveted honor—the National AAA Championship! Like a true champion, Henry Banks completed his lead-footed tour of the racing circuit at the Darlington, South Carolina Classic December 10th, to decisively outpoint even his closest contenders for the AAA trophy. Burd Piston Rings of standard stock design materials powered Banks' car to victory. They'll win for you with profitable performance!

**BURD PISTON RING CO. ROCKFORD, ILL.**

**GRAF-FLOX**

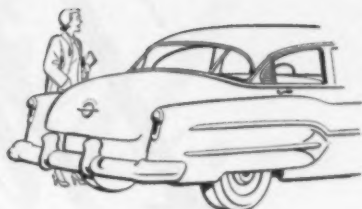
GET THEM FROM YOUR JOBBE

INSTALL THEM WITH CONFIDENCE

CASH IN ON THEIR WINNING PERFORMANCE

# NEW! NEW!

## ALL THE WAY THROUGH!



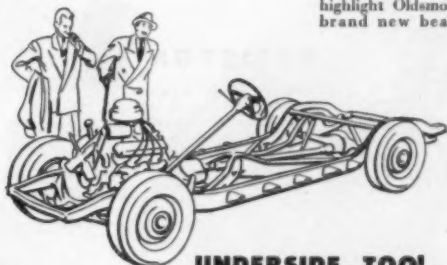
**OUTSIDE ...**

Smart, new free-flowing lines from front to rear highlight Oldsmobile's brand new beauty!



Roomier, smarter interiors—new upholstery and visibility make the "98" the most luxurious Oldsmobile ever!

**INSIDE ...**



**UNDERSIDE, TOO! ...**

Rugged new chassis—new springs and shock absorbers! All great new selling features of the new "98"!



Equipment, accessories, and trim illustrated subject to change without notice. \*Oldsmobile Hydra-Matic Drive optional at extra cost on all models.

A GENERAL MOTORS VALUE

**NEW "ROCKET 98" MEETS RECORD RESPONSE  
IN OLDSMOBILE DEALERSHIPS  
ACROSS THE COUNTRY!**

Public enthusiasm for Oldsmobile is at an all-time high! The launching of the great new "Rocket 98" fleet has received the greatest reception in Oldsmobile's 53 years! And it's not surprising! For this is the *smartest*, the *most exciting*, the *most advanced* Oldsmobile ever built! It has a brilliant new "Rocket" Engine—new Hydra-Matic Drive—a rugged new chassis and suspension system! Plus many more styling and engineering advances for 1951! That's why Oldsmobile dealers are convinced: *It's Smart to Be with Olds!*



**"ROCKET"**

# OLDSMOBILE

SOUTHERN AUTOMOTIVE JOURNAL for MARCH, 1951

163

# *This line is*



## **RESISTOR**

Offers car owners new advantages found only in automotive type spark plugs with built-in resistors. Original equipment on many leading makes of America's finest cars.

## **STANDARD**

Ignition engineered by ignition engineers for unsurpassed performance... Specified as original factory equipment by leading manufacturers of cars, trucks and tractors.

## **TRANSPORT**

Rugged construction and aircraft type insulator combine to give lower cost per mile of spark plug operation... built to take it... another Auto-Lite original factory product.

## **AUTO-LITE SPARK PLUGS**

This line is unmatched... and Auto-Lite is the best advertised name in the automotive after-market. Only Auto-Lite offers dealers the top-rated "Suspense!" show on radio every week and TV every week...

the famous "spark plugs look alike, too" campaign in national magazines and newspapers... promotion program for dealers and jobbers... all designed for greater sales. Ask your jobber's salesman, or write to

**THE ELECTRIC AUTO-LITE COMPANY**

Toledo 3, Ohio

Merchandising Division

Toronto, Ontario

TUNE IN "SUSPENSE!"...CBS RADIO THURSDAYS...CBS TELEVISION TUESDAYS

# **AUTO-LITE**

# unmatched...

## AUTO-LITE *Bull's-Eye*

### LAMPS

The new Auto-Lite Bull's Eye Lamp concentrates the stray light into the main driving beam. Factory focused. Sealed under 9,000 pounds per square inch pressure. This new lamp will operate even when lens is cracked or broken. Offers you advantages for more sales. Original factory equipment on many leading cars.

THE  
*Bull's-Eye*  
MAKES THE  
DIFFERENCE



## AUTO-LITE *Silver Line*

### CABLE

The new Silver Line is a complete line—featuring silver sheath Steelductor Spark Plug Wire, Flexstrand Primary Wire and battery cable with the new power-line terminal that holds tight. Top quality. Beautifully packaged to sell on sight.



\*

*The Best Advertised Name in the Automotive After Market*



## Parts-Shortage Picture

(Continued from page 66)

panic in the face of possible material shortage. The situation can only worsen. But then we can only be expected to do the best we can under the circumstances."

Typical comments follow:

### Alabama

A. Meadow's Garage, Auburn—"The parts situation seems to be getting some worse, almost repeating history of 1942. We esti-

mate jobs tied up for lack of parts at \$200. We are buying from several different parts houses to try to meet the situation."

J. M. Merrill, J. M. Merrill Motors (Dodge-Plymouth), Andalusia—"We are substituting when possible and repairing old parts."

Harlis Word, Bluff City Motor Co. (Studebaker), Eufaula—"We are patching up where possible to keep people running until we can get parts to make repairs as necessary. All body parts are on scarce list and we are having to

turn out some jobs less bumpers, etc. At this time some of the small items that have been on back order are beginning to come through but we still have a number of items that are hard to obtain. We believe that this situation will exist from now on until the war situation has been cleared up. We expect to repair parts as much as possible instead of holding up customers trying to get all of the parts needed."

### Arkansas

Metropolitan dealer—"As to inquiry on shortage of parts, we are also having difficulty in obtaining accessories such as heaters and radios. At the present time, we have lost quite a few sales on these particular items as they are very critical."

### Georgia

C. J. Davis, parts manager, J. W. Goldsmith, Inc. (Hudson), Atlanta—"We are straightening and repairing if possible. We are trying to complete the jobs satisfactorily at all costs. Some factories are supplying painted or 'black-out' bumpers for service replacement. We would welcome some bumpers of any description. As the situation stands, we never know from one day to the next if some part which has heretofore been in good supply will hit the unavailable list. We don't feel that it is possible to purchase a two- or three-year supply of every part that will be needed. In fact, we don't think any dealer should try it. It would only worsen the situation."

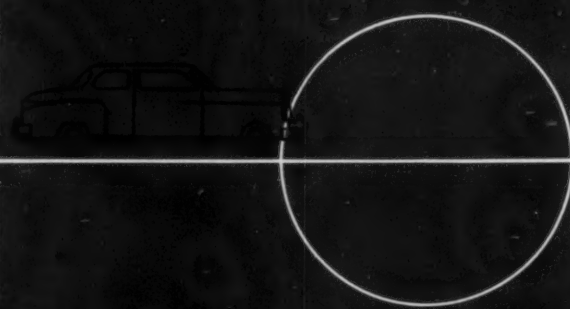
J. C. Seymour, J. Swanton Ivy, Inc. (Dodge-Plymouth), Athens—"So far we have managed to keep all vehicles rolling."

Small-town dealer—"What can we do for sheet-metal parts? We thought at first the steel sleeves for motors were only a sectional shortage but we found out that it was national. We tried other dealers within a radius of 100 miles, and even some in California. But no steel sleeves. This is the only item we really have been hurting on. A few other motor parts are short also. We do not do any body work and the sheet-metal parts do not bother us, except for sales being short. We have about \$1,000 in jobs that are waiting for parts."

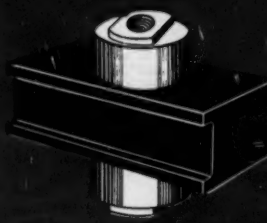
### Kansas

L. E. Morgan, president, Mor-


## PERFECT BALANCE



## STEELASTIC MOTOR MOUNTS



## ANCHOR RUBBER PRODUCTS



These mounts have the "perfect balance" of keeping the motor steady in operation. They are made of a special rubber compound which is designed to absorb the vibration of the motor and prevent it from shaking the car. They are also designed to prevent the motor from overheating. They are made of a special rubber compound which is designed to absorb the vibration of the motor and prevent it from shaking the car. They are also designed to prevent the motor from overheating.

gan Mack Motors (Ford), Lawrence—"Jobs estimated at \$2,500 are tied up waiting for parts. We find the situation getting worse."

#### Kentucky

Frank Brown, owner, Brown Motors (Pontiac-GMC), Albany—"We find the situation quite a bit worse than last November. Jobs estimated at \$750 are held up. We are ordering from more suppliers."

S. E. Hall, Hall Motor Sales (Studebaker), Glasgow—"We are contacting suppliers not previously used—and not accomplishing much. Situation is worse. We have jobs estimated at \$500 tied up."

George W. Brooks, Wilson Brothers (Chevrolet-Buick), Bardstown—"We are waiting. The situation is worse and jobs estimated at \$1,425 are tied up."

Keller Motor Co. (Ford), Nicholasville—"We are straightening sheet metal and using parts from different sources. Situation is worse. Jobs estimated at \$700 are tied up."

#### Louisiana

M. F. Welsh, Welsh & Son Motors (Ford), Franklinton—"There is some shortage but up to date we have managed to get parts we need from other dealers. Most of our parts are back-ordered. Sometimes we can't get the part right away but usually we get it a week or so later."

#### Maryland

Dudley Plezear, General Pontiac Corp., Baltimore—"Approximately 60 per cent of everything we order now is being back-ordered. We are increasing our stock and buying parts from all possible sources, including used parts."

W. M. Ray Spurrier, parts manager, Renn Pontiac, Frederick—"We are keeping a closer check on orders and in some cases increasing the amount of stock carried. We have jobs estimated at \$500 tied up."

#### Mississippi

Kees Motor Co. (Chrysler-Plymouth), Brookhaven—"We are placing back-orders with factory. Situation is worse than last November. About \$200 in jobs held up."

R. M. Wood, Prather Auto Co. (Ford), Baldwin—"We are suf-

# HIT

## WAVEWASH

at the National Automobile  
Dealers Association  
Equipment Exhibition  
Miami Beach, Florida



**RIGHT**  
Muri Smith  
Sales Manager

**CENTER**  
W. M. Dallett  
Agent

**LEFT**  
E. E. (Bert) Saunders  
District Representative

# WAVEWASH

The Original Automatic Jet

## CAR WASHER

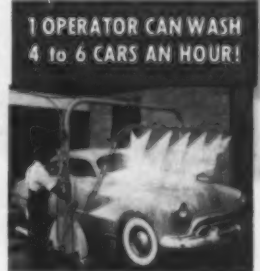
Visitors to the recent N.A.D.A. Equipment Exhibition were amazed by the quick, efficient way Wavewash washes cars. They came . . . they saw . . . they bought! Result—many more car dealers, service station operators and garage owners are now making money on car washing.

With only a small investment you, too, can set up a profitable car washing business. Wavewash comes to you complete—just attach it to your water line! No tracks to lay. No tanks or special piping required. No extra installation costs. And no additional space necessary.

When are YOU going to turn car washing into a trade-building operation that brings in extra revenue? Investigate Wavewash AT ONCE. Write today.

Sales Representatives Coast to Coast

**JOBBERs: A few profitable territories still open. Write today!**



fering no real shortage of parts. Some fast-moving parts are on back-order but these usually clear up in 15 to 30 days. Most dealers are stockpiling all critical items and ordering well above three months' normal supply."

#### Missouri

James A. Pines, Pines Chevrolet Co. (Chevrolet - Oldsmobile), Salem—"We find the situation getting worse. Accessories are also critical items. We are unable to get enough heaters for the few

new cars we get—and with temperatures as low as 20° below in our area."

C. R. Klinge, Scott Motors, Inc. (DeSoto-Plymouth), Kansas City—"We are ordering a large amount of these parts and keeping them on back-order until they are available."

Fred J. Schrieder, Pickwick Garage, Kansas City—"The situation is worse but at the moment we have no jobs tied up. We are using damaged parts to help meet needs."

#### North Carolina

Rex G. Powell, Fuquay Motor Co. (Ford), Fuquay Springs—"We are buying anywhere we can. The situation is worse but we have no jobs tied up at present."

B. M. Garrison, Jr., service manager, Vernon Motor Co. (Kaiser-Frazer), Statesville—"We are repairing as much as possible. Jobs tied up are estimated at \$1,500."

#### Oklahoma

E. B. Riley, Riley Motor Co. (Hudson-Packard), Okmulgee—"It is my opinion that the present shortage of parts is magnified and made more acute by scare buying and increased inventories by many dealers who are trying to build up a supply in case of an anticipated shortage, which on many parts may never arise. However, I think that on many items the shortage will increase with time, depending on their value to the war effort."

David Haymes, H. L. Sparks Motors (Chrysler - Plymouth), Cushing—"We are relying more and more on back-orders from many parts houses. We are affected by the shortage of radios and heaters. To us this has been much more serious than the parts shortage."

J. B. Walker, Hominy Motor Co. (Buick-International Trucks), Hominy—"We have several jobs running but waiting for parts. The situation is a little worse. We are trying to buy when possible."

A. H. Snyder, Snyder Auto Repair, Cushing—"There is nothing we can do. We find the situation worse than last November and jobs estimated at \$800 are held up."

B. E. Walker, Norton Kitchens Buick, Lawton—"We are insisting on as much repair and re-chrome as possible. The situation is much worse. Jobs held up estimated at \$200."

H. B. Jackson, Fred Jones Ford, Oklahoma City—"The situation is worse than last November but amount of jobs held up is very small at this time. We are broadening our requests for material and accepting small shipments wherever possible."

Floyd G. Mackey, Bartram Motor Co. (Lincoln-Mercury), Miami—"We are straightening out sheet-metal parts. Often that is



*For Best Results...  
Must Be Good!*

All these ECHLIN Extras at no extra cost to you...

MIRROR FINISH TUNGSTEN	FREE FLOATING SPRING
COPPER CONDUCTOR STRIP	GREATER PRECISION



**ECHLIN** Ignition

CONTACTS  
COILS & CONDENSERS  
& OTHER AUTOMOTIVE  
ELECTRICAL PARTS

ECHLIN MANUFACTURING COMPANY • 228 EAST ST., NEW HAVEN 5, CONN.

prohibitive to do, due to amount of labor involved in repairing them. They could be replaced with new parts for about half of labor involved in repairing. No jobs tied up at present."

#### South Carolina

W. H. Yon, owner, W. H. Yon Garage, Charleston—"Situation is 40 per cent worse than last November. We are buying wherever we can find material, in or out of city, and from dealers. Some jobbers have cut discount to 25 to 30 per cent to stocking dealers and we can't hold our fleet-owner business on that because they are entitled to that. It is bad."

Charles L. Smith, Miserendino Motor Co. (Packard - Willys), Charleston—"I find the situation much worse. We are repairing and patching everything possible but delaying all jobs not repairable. Jobs tied up estimated at \$1,000."

S. C. Berry, Hampton Motors, Inc. (Dodge-Plymouth), Columbia—"We are buying from any source where parts are available. The situation is worse but we have no jobs tied up at present."

J. J. Altman, Altman Cadillac Co., Inc., Charleston—"What can we do? Situation is worse. About \$500 in jobs held up."

#### Tennessee

Royce Fowler, Harry Madison Garage, Memphis—"What are we doing to take care of the situation? Nothing but gripe. Can't do anything else."

John A. Roach, parts manager, Tennessee Motor Co. (Ford), Johnson City—"Situation is worse, much worse. Jobs tied up estimated at \$1,800. We are contacting jobbers and other dealers throughout the South."

Ealy-Earhart Motor Co. (Pontiac), Pulaski—"No parts are acutely short at present."

Walter Higdon, Higdon-Howell Motor Co. (Ford), Copperhill—"Situation is worse than in November. We are trying to find parts at other dealers' or anywhere. Jobs tied up estimated at \$1,000."

#### Texas

K. L. Reagan, Jennings Chevrolet Co., Robstown—"To date we have been very fortunate in obtaining items that are on the critical list. Some of it we bought through other dealers and some of



## BOWES RADIATOR CHEMICALS for ALL Cooling Systems

Winter's end means getting rid of winter's accumulated dirt and rust in cooling systems. Here is your chance for quick, easy Spring profits . . . the three famous Bowes "Seal Fast" Cooling System Chemicals. It is a simple matter to sell the idea that radiators and cooling systems should be thoroughly flushed and put in condition for Spring and Summer driving—especially when you carry the Bowes line. Sell ALL THREE as a team . . . they work together to give your customers warm weather driving satisfaction. Stock up NOW and be ready for Spring profits!

#### BOWES KLEN-ZUR

An amazingly efficient, acid-free cleaner that breaks up rust, scale and lime formations, thus permitting flushing out these dangerous heat retainers.

#### BOWES RUST-ROUT

Protects the cooling system by preventing the accumulation of more rust, and also lubricates the water pump.

#### BOWES STOP-LEAK

Stops "trouble" leaks in radiators and cooling systems, and minor cracks in motor blocks. Seals existing leaks without clogging and guards against new leaks.

**They Stimulate Your "Keep 'em Rolling" Profits**



Not only do Bowes Radiator Chemicals pull customers, but they give you a chance to get more *business* up. Thus you are able to suggest new batteries . . . battery cables . . . oil filter cartridges . . . hose . . . fan belts and other "Keep 'em Rolling" accessories. Use Bowes Radiator Chemicals for themselves and for that EXTRA business they bring you!

**BOWES "SEAL FAST" CORPORATION  
INDIANAPOLIS 7, INDIANA**



it we got through on car-inoperative orders. We have missed no business but the net profit was much smaller. We understand that water pumps, spark plugs, generators, armatures, copper tubing and ignition parts are getting scarce, but so far we have not felt it."

Lloyd Watkins, Rugeby Motors (Chevrolet - Buick), Bay City—"Situation is definitely worse than November. We are trying to make parts or else wait. Parts warehouses and factories need to allot

more material for parts even if it means fewer new cars."

A. B. Cole, Cole Motors (Studebaker), Alice—"We are substituting other material as best we can to replace short parts. The situation is worse than last November. Jobs tied up, estimated at \$95."

T. N. Britten, Britten Garage, Groom—"We are buying whenever possible to keep a small stock of hard-to-get parts."

Jack O. Riley, Arthur Chevrolet, Comanche—"Situation is definitely worse. We are trying to

buy from anyone who may have it. Jobs tied up estimated at \$500."

#### Virginia

K. G. Flower, MacGregor Motors, Inc. (Lincoln - Mercury), Charlottesville—"We are repairing all we can and buying every place we can get the parts. Situation is worse. Jobs tied up estimated at \$200."

City dealer—"We are going to considerable expense by using the telephone."

#### West Virginia

Stanley S. Walter, parts manager, Bluefield Lincoln-Mercury Sales, Inc., Bluefield—"We started too late to stock a large enough inventory so we are getting parts where we can. No jobs are tied up at present."

Shaver Motor Sales, Inc. (Ford), Glenville—"Situation much worse than last November. Jobs tied up estimated at \$200."

W. W. Cline, Hugh Stewart Motors, Inc. (Buick), Charleston—"We are using emergency tie-up orders on critical items. We find no change in the situation since last November. Jobs tied up estimated at \$800."

#### Truck-Trailer Groups Look Out for Tires

AMERICA'S truckers and truck-trailer manufacturers last month urged prompt issuance of National Production Authority orders requiring rubber companies to allot tires to the trucking industry.

The request was made in a telegram sent from Seattle, Wash., by Dave Beck, executive vice-president of the 1,000,000-member International Brotherhood of Teamsters (AFL) and chairman of the newly-organized labor-management Trucking Industry National Defense Committee, to Manly Fleischman, NPA administrator.

Trucks and trailers have been cut off by rubber companies from tires and from equipment since before February 1, the committee explained, because tire manufacturers have been channeling their entire production to the passenger automobile manufacturers. The automobile makers, it was said, were "going all out" to make every passenger car possible before the expected spring government cutback.



As new automotive production is curtailed it will be up to the repair shops, and the jobbers who keep them supplied with parts, to keep America rolling.

You can help yourself, as well as your country, by keeping your automotive fastener inventories adequate as insurance against "shortages" and slower deliveries.

Lamson & Sessions will do everything within its power to cooperate with you in this endeavor.

#### The LAMSON & SESSIONS Co.

General Offices: 1971 West 85th Street • Cleveland 2, Ohio  
Plants at Cleveland and Kent, Ohio • Chicago • Birmingham

## LAMSON & SESSIONS





## News Briefs

(Continued from page 77)

the large Michaud plant, built on the outskirts of New Orleans during World War II, and has assigned this plant to Chrysler Division for tank-engine production. The present contemplated production amounts to \$100,000,000.

Engine-Assembly Specialist R. S. Bright has been appointed general manager of the New Orleans Chrysler operation, Wallace announced. Born in Plaindealing, La., Bright was educated at the University of Tennessee and was graduated from the Chrysler Institute of Engineering in 1940.

The tank engine is a V-12 air-cooled power plant designed and developed by Continental Motors, Inc. Before production can begin, the plant will have to be completely reconditioned and retooled, Wallace said.

Several hundred men will be required during the make-ready period. About 3,000 persons will be employed as production gets underway, with this number eventually rising to about 5,000.

### Labor from New Orleans

It is expected that New Orleans will be able to supply more than 90 per cent of the workers, and Chrysler is planning to conduct extensive training at the plant to develop the exacting skills needed.

The division was known in World War II, among other things, for tank-engine manufacturing through its production of more than 10,000 medium tank engines. During World War II, the division also turned out 140,000 marine and industrial engines, 20,000 emergency fire pumps for air-raid defense, 95 miles of submarine nets, 1,500 searchlight reflectors, 9,000 navy pontoons, 7,800 marine tugs and tractors, and a wide variety of aircraft and gun parts.

During World War II Bright was in charge of engine assembly and testing at the Dodge Chicago plant, where engines were made for the B-29 bomber. He joined the Chrysler Division in 1945 as an engineer and in 1946 became assistant superintendent of the machinery and motor building division of the Detroit Chrysler-Jefferson plant.

In his new capacity, as general manager of the Michaud tank engine operation, Bright will work directly under A. M. Fleming,

vice-president in charge of manufacturing for the Chrysler Division. Fleming received extensive experience in production for military needs during World War II when he was charged with the organization and direction of all Chrysler Division manufacturing and has been in charge of all the division's civilian production for 14 years. At the present time he has more than 19,000 people on the Chrysler Division payroll turning out engines, bodies and complete Chrysler passenger cars.

## Jones Succeeds Pierce at Miami

Edgar Jones, formerly sales manager of Claude Nolan, Inc., one of the oldest Cadillac distributorships in the country, has succeeded Robert Pierce as vice-president and general manager of Nolan-Brown Motors, Inc., at Miami, Fla., President Conner Brown announced last month. Pierce resigned Jan. 31. Conner Brown also heads up Claude Nolan, Inc., Jacksonville, and Conner Brown Motors, Fort Lauderdale.

YES, **CHAMP** OIL FILTERS and REFILLS are Nationally Advertised!

Here is one of a series from

**POST**

to help you and more CHAMP oil filters and refills. What the whole merchandising story is worth!

In your favorite sport...

**OIL FILTERING**

A **CHAMP** has to be good to be "CHAMP"

CHANGE TO **CHAMP**

**OIL FILTERS & REFILLS**

Ask your Service Man to install the Oil Filter Refill that is rapidly growing in ACCEPTANCE among owners and operators of CARS, TRUCKS, TRACTORS and BUSES. A CHAMP has to be good to be "CHAMP!"

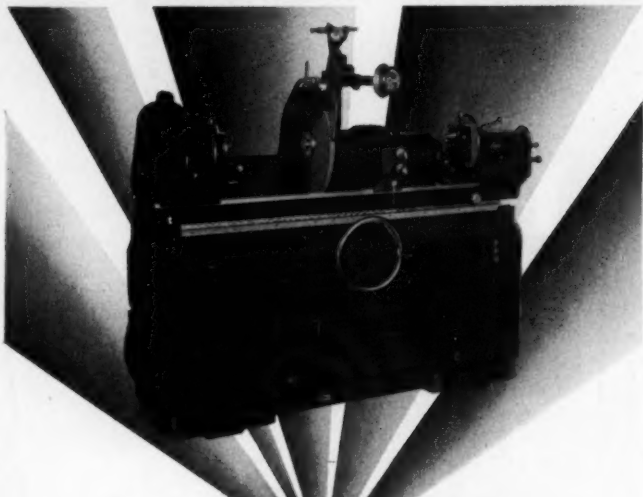
CHAMPION LABORATORIES INC., Meriden, Conn., U. S. A.

**CONTACT YOUR JOBBER TO-DAY**



This two-passenger Nash Healey sports car with an over-all length of 170 inches and height of 38 inches has been announced by Nash Motors Division. The car is powered by the "Dual Jetfire" Ambassador six-cylinder engine with an aluminum head and other major modifications for high speeds. It has compression ratio of 8.1 to one and develops 125 horsepower at 4,000. Estimated speed is 125 miles an hour.

## FAST! ACCURATE! PROFITABLE!



### STORM-VULCAN No. 15 CRANKSHAFT GRINDER

Get set for more profitable automotive machine shop service. Send for new catalog illustrating the outstanding features of Storm-Vulcan No. 15 Crankshaft Grinder, including its 6 new mechanical improvements.

Investigate the complete Storm-Vulcan line for a better equipped shop and profitable operation.

SEND FOR NEW CATALOG

Other Storm-Vulcan profit-making equipment: CYLINDER BORING BARS, CONNECTING ROD GRINDERS, BORING MACHINES, PRESSES AND ALIGNERS, REBABBITING EQUIPMENT.

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**STORM-VULCAN**

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2804 COMMERCE ST. DALLAS, TEXAS

Send name and address for complete information without obligation.

HIGH PRODUCTION AUTOMOTIVE ENGINE REBUILDING MACHINES

## Undercoatings Save Owners \$22,000,000, Shea Says

UNDERCOATINGS have been sprayed on over half of the postwar automobiles and are saving the car owners over \$22,000,000 annually by preventing rusted-out fenders, K. J. Shea, distributor trades sales manager of Minnesota Mining and Manufacturing Co., estimated last month.

More than 13.6 million square feet of critical sheet steel is being saved annually by this protection, he said.

"Undercoating should make the fender last the life of the car—and present-day cars may have to last a long time," Shea said.

Unprotected fenders, he said, will rust through in two to three years on one out of every five cars. He added that fenders average 25 square feet of sheet steel and that "this amounts to appalling waste, especially when steel is critical."

He reported that 8.2 million cars have been undercoated since the war and that except for undercoating, one-fifth of them would have had rusted-out fenders in two to three years. At one fender a car, that would have totaled 1,640,000 fenders, he commented, equal to 41 million square feet of steel in a three-year period.

The cost of replacing that number of fenders, figured at an "admittedly low price of \$42 a fender, including labor," would have totaled \$22,960,000 a year for three years, Shea reported.

Although half the post-war cars have been undercoated, they represent only 22 per cent of cars in service today, Shea said. The remaining 28.8 million cars not undercoated are repairing or replacing rusted-out fenders at the rate of 1.98 million a year, according to his estimates.



"Deep in the tires of Texas" is a thing of the past along some of the state's busiest highways now that this magnetic nail picker has been put into service by the Texas Highway Department. A Chevrolet truck equipped with a Kohler electric plant and two-leaf magnets does the job. A typical haul is shown in left-hand photo.

### Ford Begins Construction Of Atlanta Depot

THE purchase of a site and start of construction of a Ford service parts depot and district sales office building were announced last month by Earle G. Ward, manager of parts and accessories operation, Ford Division, Ford Motor Co.

The plant will be in East Point, Ga., five miles southwest of downtown Atlanta at the intersection of Harvester and Sadler Roads. The depot is scheduled for completion September 15. Approximately 185 employees, including sales personnel of the Atlanta district, will be in the plant.

When completed, it will serve approximately 300 Ford and Lincoln-Mercury dealers in Georgia, the eastern half of Alabama and parts of Tennessee, North Carolina and Florida.

### "Doc" Welch Tells 'Em

David P. Welch, executive vice-president of the Tennessee Automotive Association, will be the banquet speaker at the annual convention of the Illinois Automotive Trade Association March 27. "Doc" has a seemingly unlimited supply of jokes and gives his remarks along the lines of Will Rogers, accounting for the frequent demands on his time as a speaker at many occasions—automotive and otherwise—over the entire United States.

## AMMCO

MODEL 2000

## SAFE-ARC BRAKE SHOE GRINDER



- Matches lining perfectly to arc of drum
- Handles all shoes for drums 9" to 16" diameter
- Produces a precision arc on set of shoes in 4 minutes
- Eliminates free brake adjustments after relining jobs
- One brake shoe clamping device—no adaptors necessary
- Clean—Built-in vacuum system

This AMMCO TRIO  
doubles profits on  
brake relining jobs!

### AMMCO MODEL 1750 BRAKE GAGE

Set shoes and mike drums on Ford and Chrysler products. Applies drum readings directly to shoes to guarantee perfect fit.



### AMMCO MODEL 2400 BRAKE DRUM MICROMETER

Covers complete range of drums from 9" to 17 1/4" . . . Instant direct reading dial graduated from minus .030" to plus .165" . . . No adaptors necessary.



## AMMCO TOOLS, INC.

2110 Commonwealth Ave., North Chicago, Ill.

## Military Proving Ground Announced by GM

A SPECIAL proving ground for testing all types of military combat and transport vehicles is under construction by General Motors at Milford, Mich. It will be adjacent to the proving ground for passenger cars and commercial vehicles, which will be operated separately.

About half of the 1,000-acre site is very hilly, with natural grades as great as 60 per cent, while the

other half is comparatively level.

A natural lake on the property will be used for deep fording and landing operations, as well as for testing amphibious units. A stream and swampy section will be used for fording and floatation tests.

Two operations buildings will be constructed. One will be used for service and repair of Army tanks of all types, as well as other combat and transport vehicles. The second building will house road maintenance equipment.

The proving ground is scheduled for completion in July. It will be operated by personnel now assigned to the proving ground for commercial vehicles.

## Westinghouse Will Build Alabama Lamp Plant

WESTINGHOUSE Electric Corp. has bought a 70-acre tract at Reform, Ala., 34 miles northwest of Tuscaloosa, for construction of a plant to manufacture light bulbs, it has been announced by Otis O. Rae, manager of the Southeastern district.

The plant will be the first in Alabama producing consumer products for the company. It will be the tenth lamp-manufacturing site for the firm in this country.

Construction of the one-story brick building is scheduled to start soon. It will provide 150,000 square feet of floor space for operations.

"The plant will provide jobs for 400 to 500 people, mostly women, making Westinghouse the largest employer in Pickens County," Rae said. Employees will be drawn from the area, except for a handful of key supervisors, he said.

This is the second divisional plant the firm has established in the Southeast recently. On Dec. 31 announcement was made of the lease of part of the Plywood Plastic Corp. plant in Hampton, S. C., for the manufacture of plastic products.

## Georgia Trucking Firm Gets Safety Award

A SAFETY award has been presented to Walker Hauling Co., Inc., Atlanta, by The Electric Auto-Lite Co. for operating the nation's safest truck fleet in its class.

The firm is one of 48 throughout the country honored by Auto-Lite as winners of a contest conducted by the American Trucking Associations. The associations have set up eight divisions in which trucking companies can compete according to the nature of their business and the number of miles traveled each year.

In addition to an engraved plaque, the safety director of the company receives a gift and drivers who made the record possible are awarded "safe driver" cards to carry in their wallets.

**5 EASY STEPS TO  
BETTER TUBE REPAIRS  
USING  
MONKEY  
GRIP  
SIZZLE PATCHES  
WITH  
Filler Tabs!**  
(Detachable Hole-Filler Plugs)

Write for NEW CATALOG

Today, it's more important than ever to make tube repairs that are *safe* and *lasting*! This fact emphasizes the need for Monkey Grip Sizzle Patches with FILLER TABS, and accounts for their fast growing preference with jobbers, retailers, repair shops and consumers.

**Only MONKEY GRIP SIZZLE PATCHES  
ARE MADE WITH FILLER TABS**

 <p><b>WEAK</b></p> <p><b>THE OLD WAY</b></p> <p>Without extra rubber to plug the hole, the patch frequently sinks into the injury... weakening the repair.</p>	 <p><b>THE NEW FILLER TAB WAY</b></p> <p>By using Monkey Grip's FILLER TAB the injury is filled by the extra rubber. This strengthens the patch, and leaves no weak spot to endanger the repair.</p>
--	---

**STEP ONE**



Press thumb nail... FILLER TAB pops up.

**STEP TWO**



Pull off FILLER TAB rubber... leave Holland cloth.

**STEP THREE**



Place FILLER TAB rubber over hole.

**STEP FOUR**



Use tab to easily remove Holland cloth.

**STEP FIVE**



Proceed with Sizzle Patch repair.



**BETTER MONKEY GRIP CO.**

Partnership of L. M. Everett & Sons

5320 HARRY HINES BOULEVARD • DALLAS, TEXAS



B. T. Crump Co., Inc., of Richmond, Va., opened this branch last month at 1024 Crescent Avenue, N.E., Atlanta, Ga., with W. Davis Lee as manager. From five to seven thousand sets of seat covers for cars made during the last ten years will be stocked here. Representatives are: Frank W. Baker, Georgia territory; George F. Mooney, Atlanta; Dan K. Lumpkin, Alabama; Neil G. Lyle, Florida; Thomas C. James, Tennessee; Homer Wiggins, South Carolina; and E. L. Whitehead, western North Carolina.



## Texas Pushes Third Place In Motor Vehicles

**M**OTOR vehicle registrations in Texas passed the 3,000,000 mark in the past year, it has been announced by the Texas Highway Department. Total registrations are expected to reach 3,180,000 before the registration year ends March 31, officials said.

Based on preliminary figures, it appears that Texas has risen from fifth to third in the nation in total number of vehicles registered.

"Since 1945, registrations have been increasing about 300,000 a year, but this time the increase has jumped over 500,000," said D. C. Greer, state highway engineer.

## Packard Recognizes Top Salesmen

**F**OUR Southerners who led their zones in credit points as retail salesmen will be among the "Master" salesmen honored by Packard Motor Car Co. with cash awards and gold rings.

They are: M. Curran Bridges, Greenville, S. C.; W. M. Brown, Dallas, Texas; S. J. Gandy, Tulsa, Okla., and J. R. Sandy, Norfolk, Va.

Top Packard retail salesman in the country is W. C. Mayor of Jamaica, N. Y., who totalled 3,711 points or 2,711 above the 1,000 necessary for club membership.

## Texans to Meet at Houston

The 1951 convention of the Texas Automotive Dealers Association will be held Nov. 3-6 at the Shamrock Hotel in Houston, it has been announced by C. P. Simpson, president. The date, site and general outline for the convention were decided at a meeting of the directors at Austin last month.

## Never Accept Unbranded Brake Lining

Look for this Stamp of Quality

### Did You Know?

Did you know that when heavy vehicles make fast stops, the brake lining is subject to—

#### Terrific Heat

—often as hot as molten lead—hot enough to heat a 6-room house—certainly enough to soften up the bonding agents in an inferior brake lining, and cause loss of friction.



#### Tremendous Pressure

Each time you press the brake pedal, your foot weighs a ton—so far as the brake lining is concerned. This tremendous pressure compresses inferior brake linings to the point where they may fail in an emergency.

#### High Rubbing Velocity

As the brake starts taking hold, the drum speed may be as much as 3000 feet a minute—fast enough to rub away the surface of inferior linings, causing them to wear out quickly and require frequent adjustment.

Nobody can tell good brake linings from poor—by the looks or feel.

The only way to be sure of getting dependable brake lining is to insist that it show the name of a well known manufacturer, whose products you *know* have passed the most rigorous tests.

When you buy brake lining or exchange brake shoes, look for the name "Thermoid" . . . and give your customers "the safest thing on wheels."

\*Thermoid bonding agents are specially compounded to withstand peak operating temperatures.

## Thermoid

Thermoid Company • Trenton, New Jersey

the standard of precision processing in brake lining, brake blocks, hydraulic fluid, cylinder assemblies, hydraulic brake parts.



## Delco Film Shows Motors at Work

A motion picture showing how electric motors are made and how they are used in industry, transportation and the home has been prepared by Delco Products Division. Titled "Motors on Parade," the 16mm, black-and-white sound film is available for presentation to the replacement trade, schools, civic and professional organizations, as well as other interested groups.

The film may be obtained from Public Relations Department, Delco Products Division, General Motors Corp., 329 E. First St., Dayton 1, Ohio.

## Caldwell Joins Van Auken

Benjamin P. Caldwell, Jr., for the past six years director of new-business solicitation at N. W. Ayer & Son, Inc., Chicago, has joined Van Auken, Ragland & Stevens, Chicago, as account and new-business executive.



Charles R. Beacham (left), sales manager of the Southeast Region of the Ford Division, was awarded his 25-year pin by L. W. Smead, sales manager, at a luncheon in Philadelphia. A native of Glenwood, Ga., Beacham joined Ford in 1926 as an assembly-plant trainee in Jacksonville, Fla.



# NEW

**TRUK**  
*Grote*  
**LINE**

## CLEARANCE LAMP

### for MORE LIGHT

225

Smooth surface, self-cleaning lens is held firmly in position with spring wire ring that can be removed to replace bulbs with only a screwdriver. Furnished with ruby or amber lens. Ask for Grote No. 225 Clearance Lamp.

## Send for NEW Grote Catalog

You'll save initial and replacement costs by selecting your lamp and reflector needs from Grote's new complete catalog. Send for your copy.



**Always Demand Grote**  
lamps, reflectors and safety lighting devices. Sold by leading jobbers everywhere.

Est. 1901

**THE GROTE MANUFACTURING CO., INC.**  
BELLEVUE, KY.      Opposite Cincinnati

DIRECTION SIGNALS AND SETS	
 212-R	 240
<b>REFLECTORS</b> All plastic and metal housed reflectors—color, style and size for your needs.	
 Q-110	 Q-100
<b>REAR VIEW</b>  610	<b>MIRRORS</b> Clear, non-glare and diminishing mirrors—arms for hinge, panel and fender mounts.

## Tennesseans Schedule Six Spring Meetings

DATES and locations for six regional meetings have been announced by David P. "Doc" Whelchel, executive vice-president of the Tennessee Automotive Association.

The schedule includes: April 3, Johnson City, Country Club; April 4, Knoxville, Andrew Johnson Hotel; April 6, Chattanooga, Patten Hotel; April 10, Memphis, Peabody Hotel; April 11, Jackson, New Southern Hotel, and April 12, Nashville, Noel Hotel.

## Fort Pierce Dealers Form Association

J. W. SNEED of Sunrise Motor Co. has been elected president of the new Fort Pierce, Fla., Automobile Dealers Association. Osborne O'Quinn of O'Quinn Motor Co. is vice-president and Jack Ivey of Jack Ivey Buick Co. is secretary-treasurer.

Directors include: Jack Harmon, W. G. Padrick, Jr., and John Weathers.

The maximum award under the General Motors employee-suggestion plan recently was raised from a \$1,000 U. S. Savings Bond to a cash value of \$2,500 payable in savings bonds. During the past nine years, the corporation has paid a total of \$5,740,000 to employees for approximately 145,000 adopted suggestions.

Made to order for

# dealers who want Action



THE BILLY ROSE SHOW supports Hudson dealers weekly on coast-to-coast ABC-Television

## The fabulous new **HUDSON HORNET** WITH MIRACLE H-POWER

HUDSON DEALERS have the HUDSON Hornet! . . . the fabulous new automobile that's fired public imagination like no other car in recent times!

Buyers everywhere want what the Hornet's got—magnificent luxury, outstanding durability and the sensational new H-145 engine that delivers Miracle H-Power!

This is the exciting combination of all that's best in a motor car . . . it's a made-to-order combination for dealers who want action!

And Hudson Dealers have it!

But that's far from all! Hudson Dealers also have blanket coverage of the new-car

market with 4 rugged "step-down" designed Hudson Custom series for '51—including the lower-priced Hudson Pacemaker, the Super-Six and Commodore—PLUS the fairest and most liberal franchise in the industry!

It's a line-up of dealer advantages that means action, progress, profits!

Perhaps you're the man we're looking for—the man to receive a Hudson Dealer Franchise in a choice locality. For complete and confidential information—write, wire or phone C. A. J. Hadley, General Sales Manager, Hudson Motor Car Company, Detroit 14, Michigan.

Standard trim and other specifications and accessories are subject to change without notice.

**HUDSON**  
most **DURABLE**  
car money can buy



It's a long look toward the future from the seat of a 1910 Buick! The XP-300, General Motors' 300-horsepower "laboratory on wheels," gets admiring looks from Charles A. Chayne (seated), vice-president in charge of engineering, and Ivan L. Wiles, Buick general manager. It is designed to travel 150 miles an hour.

## Buick Unveils Experimental Custom Convertible

**T**HE XP-300, a custom convertible powered by a 300-horsepower, super-charged, V-8 engine and equipped with dual four-wheel brakes, was displayed for the first time last month.

Built by Buick for experimental purposes only, the car has a ten-to-one compression ratio and uses highest premium fuels plus methyl-alcohol injection to prevent knocking.

"About the only thing standard are the nuts and bolts," commented Charles A. Chayne, the designer, vice-president in charge of engineering for General Motors.

The materials in the engine, plus the features of its design, would make the cost prohibitive for use in production cars, GM officials said.

The power-to-weight ratio of the engine has been reduced greatly by use of special lightweight materials. Over-all weight is 500 pounds for 300 horsepower, compared with 750 pounds for a standard 152-horsepower engine in a Buick Roadmaster.

It has a piston displacement of 215 cubic inches, compared with 263 inches for an engine in a Buick Super model. Its dual, aircraft-type carburetion system provides for automatic injection of methyl alcohol into the intake manifold when needed. Power is transmitted to the rear wheels through a special Dynaflo unit at the rear of the car.

Total weight of the car is 3,125 pounds. Mounted on a 116-inch wheelbase, it has an over-all length of 192.5 inches and stands 39.1 inches high at the cowl.

Tires were designed for high-speed driving. The chassis frame is of the box type, designed for maximum rigidity. The rear end floats on coil springs and the front end of the car is suspended on torsion bars.

Extra-wide brake drums provide room for double sets of brake shoes cooled by forced air.

# SELL WARCO

YOU'LL NEVER FORGET ITS DEPENDABILITY



**S**HOW your customers you have a personal interest in their safety. Refill their brake system with dependable Warco Grade "A" Hydraulic Brake Fluid.

They'll not forget this personal service and return to your shop with a flow of other jobs. Nor will they forget the constant uniformity which Warco Brake Fluid gives under all weather conditions.

To assure additional safety, WARCO BRAKE FLUID is produced under rigid step-by-step supervision of laboratory technicians.

Herman J. Downey Co., Birmingham, Ala. Automotive Parts Distributors, Inc. Athens, Ga. Automotive Service Industries, Inc. Dallas, Tex. West Coast Rep. M. L. "Bud" Cohn, Los Angeles, Cal.

Sole Manufacturers  
Warco Grade "A" Products

Ask your jobber or write us.

**WARWICK LABORATORIES CO.**  
334-42 Cleveland St., Brooklyn, N. Y.

### Warco Opportunities for Profitable Jobs

WARCO Hydraulic Transmission Fluid (For Hydraulic Transmission on General Motors Cars)	WARCO General Purpose Oil
WARCO Grade "A" Heavy Duty Brake Fluid	WARCO Liquid Engine Seal
WARCO Shock Absorber Fluid No. 200	WARCO Liquid Radiator Seal
WARCO Knee Action and Shock Oil No. 100	WARCO Gasket Cement
WARCO Liquid Radiator Flush	WARCO Windshield Cleaner
WARCO Mo-Tan-Up	WARCO Replacement Universal Joint Boots
WARCO Rub-A-Lube	
WARCO Penetrant	
WARCO "K.O." Carb	
WARCO Jack Oil	





Paul R. Lauritzen, Nash dealer of Richmond, Va., and a vice-president of Automotive Trade Association of Virginia, has been appointed price and wage administrator for Virginia. He was a former administrator under OPA.

### NPA Order Limits Tire Production

**M**ANUFACTURE of white-side-wall tires has been ended by a National Production Authority rubber-conservation order. Manufacturers of both passenger-car and truck tires will be permitted to turn out only a single standard-line tire and a single premium-line tire.

Under the order, a manufacturer can not make a larger proportion of premium tires, compared with standard tires, in any one quarter than he turned out in the last half of 1950. The order permits the making of special-purpose tires but restricts farm-implement tires to a single line.

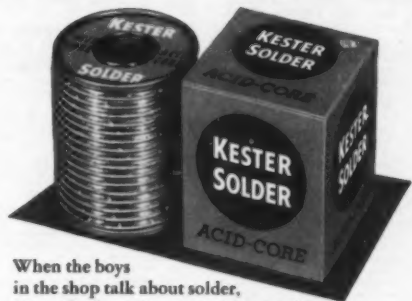
NPA officials said the order is not expected to have any effect on the availability of new tires to consumers. Passenger-car and truck tire output for this quarter is expected to be between 19 and 20 million units, exclusive of military requirements. This compares with about 20.8 million units turned out the same months of '50.

Scare buying last year cut inventories but this over-buying may be felt in a decreased demand this year. A substantial gain in recapping is expected in the months ahead.

Simplification of products will materially reduce the amount of rubber tied up in products throughout the distribution system and on the shelves of retailers, NPA officials said. Stocks will be smaller and movement faster.

(More News Briefs on page 182)

# Kester Solder



When the boys in the shop talk about solder, they talk about Kester Acid-Core Solder; the old reliable product now in a new package.

## Easier to Use

Mechanics know that using Kester makes any soldering job easier. Kester contains more grade A newly mined Tin and only virgin lead, too. The fluxes are chemically and scientifically correct.

## Faster

Kester is faster to use. Mechanics prefer it and are more satisfied when using it. The work is speeded up and output is increased.

### Kester Solder Company

4201 Wrightwood Ave., Chicago 39  
Newark, N. J. • Brantford, Canada

**KESTER  
SOLDER**



The Mechanics Standard since 1899



# HELPFUL BOOKLETS FREE

**102. FOUR-PURPOSE AUTOMOTIVE CLEANER**—12-page booklet on Oakite Fast-trant describes safe, economical way to (1) degrease engine parts, blocks, transmission and differential parts; (2) clean radiators and water jackets; (3) steam detergent method of cleaning chassis, motors, underparts; (4) clean floors, grease pits, areas around lifts—all with one four-purpose cleaning material. Oakite Products, Inc., 527 Thames Street, New York 6, N. Y.

**105. WAGNER AIR BRAKE AND ROTARY AIR COMPRESSOR BULLETIN**. Discusses in detail straight air and air-over-hydraulic air braking systems. Contains an explanation of the operation of the Wagner Rotary Air Compressor complete with diagrams, cross section drawings and photographs. Lists by catalog numbers component parts as well as field installation kits. Write for Catalog KU-201, Wagner Electric Corporation, 4362 Plymouth Avenue, St. Louis 14, Missouri.

**109. AMMCO ENGINE REBUILDING AND BRAKE SERVICE TOOLS AND EQUIPMENT**—Catalogs describing the Ammco line of Wet and Dry Honing Machines, Brake Shoe Grinders, Brake Shoe Setting Gages, Brake Drum Micrometers, Brake Cylinder Hones, Connecting Rod Aligners, Line Boring Machines, Ridge Reamers, Portable Coolant Units, Tension Indicators, Tap and Reamer Arm Grinders, Small Bore Hones, Cylinder Hones and Foot Switches. Ammco Tools, Inc., 2119 Commonwealth Avenue, North Chicago, Ill.

**119. RAMCO SERVICE MANUAL**—4th edition. Illustrated. Gives complete data on piston ring installation—also hints on locating engine trouble—causes of oil loss—pitfalls of motor-overhauling and how to overcome. Ramsey Corp., 5695 Forest Park Blvd., St. Louis 8, Mo.

**121. INSTRUCTION BOOK** and technical data on automotive wheel alignment frame straightening, wheel straightening, and wheel balancing. Other books and pamphlets available on tire observation methods and steering adjustments. Bear Manufacturing Company, Rock Island, Ill.

**123. PERMATAX TOON-OYL** is a scientifically developed product. It is a combination engine-carbon solvent, sludge preventative and film pressure-resistant. Its use produces smooth engine operation and gives protection against the formation of acid sludge and film breakdown. Permatex Co., 1720 Avenue Y, Brooklyn, N. Y.

**125. STANDARD DUTY GENERATOR REGULATORS**—A 16-page 8 1/2 x 11 inch booklet covering the operation and maintenance of Delco-Remy regulators. (63 pictures) Contains illustrations showing various steps of adjustment. Will help automotive electricians understand and service regulators. Delco-Remy Service Department, Anderson, Indiana.

**131. BURD HANDY HANDBOOK FOR MECHANICS**—Information on piston ring installation; also "No Job for a Dub" for distribution by garages to their customers. Burd Piston Ring Co., Rockford, Ill.

**133. CATALOG No. 500-R**. Features more than 200 Champ-Item automotive replacement

parts for all makes of cars. A handy service book. Champ-Items, Inc., 6190 Maple Ave., St. Louis 14, Mo.

**134. STREAMLINER CATALOGS** on Moog Coil action front and parts, coil springs, chassis parts and electrically heat-treated springs for cars and trucks. Moog Industries, Inc., 6851 Easton Ave., St. Louis 14, Mo.

**135. McCORD MUFFLER CATALOG**—Contains a complete listing of mufflers, tail and exhaust pipes and merchandising suggestions on how to make more money replacing mufflers and pipes. McCord Corp., 2587 Rippelle at E. Grand Blvd., Detroit 11, Mich.

**137. DELCO-REMY ELECTRICAL SERVICE**—A 20-page 8 1/2 x 11-inch booklet covering essential steps in servicing the electrical system on an automobile. Profusely illustrated (84 pictures.) A must for the automotive electrician. Delco-Remy Service Department, Anderson, Ind.

**141. NEW PISTON RING CATALOG** and full Power Story on Moog X-Plus Piston Rings for motor reconditioning. Moog Piston Ring Co., 6161 Easton Ave., St. Louis 14, Mo.

**142. IGNITION**—Catalog on Automotive Ignition parts, wires and cable backed by customer satisfaction since 1921. Guaranteed by Andres Mfg. Co., 924 S. Theresa Ave., St. Louis 3, Mo.

**149. NEW PAMPHLET DESCRIBING UNIT CONSTRUCTION OF Drive Shaft Bushing and Seal Assemblies, Housing Repair Kits, Repair Units, Transmission Case (Ball) Seats and Special Pinion Bearing Assembly for Chevrolet cars, pick-ups and most GMC pickups. National Machine Works, P. O. Box 4595, Oklahoma City 9, Oklahoma.**

**150. VAN NORMAN CONDENSED CATALOG**—A complete and concise manual covering all heavy duty shop equipment and a complete catalog on taps, drills, dies and screw extractors for the jobber shop, the independent garage shop or the car dealer shop. Van Norman Company, Automotive and Aircraft Equipment Div., Springfield 7, Mass.

**159. NEW BLACKHAWK PORTO-POWER CATALOG NO. P-50, AND PRICE SCHEDULE**. Includes catalog of use, covering Porto-Power service in repairing, rebuilding and reconditioning. Write Blackhawk Mfg. Co., Catalog Dept., P. O. Box 613, Milwaukee 1, Wis.

**164. AIRTEX FUEL PUMPS AND ANTIPULSATION GASOLINE FILTERS**—New and Rebuilt Fuel Pumps, Combination Fuel and Vacuum Pumps, Repair Kits and Antipulsation. Catalog AX64. Airtex Automotive Division, Inc., Fairfield, Ill.

**175. HOW TO MAKE MORE MONEY REBUILDING CARBURETORS**—Describes, for the first time, how an average mechanic can become a carburetor expert in one week with the revolutionary "Hygrade Fingertip System of Carburetor Rebuilding." Tells how he can earn an extra \$2.75 per carburetor and chop 25% off work time. Hygrade Products Division, Standard Motor Products Inc., Long Island City 1, N. Y.

**180. The LAMSON NO. 50-A AUTOMOTIVE CATALOG**—A complete reference book on the most popular class of cap screws, nuts, lock nuts, cotter pins, stove bolts, lock washers, flat washers, expansion plugs, studs, starter bolts and washers, ring gear, rivets, tractor bolts, high nuts, U-bolt rods, spring clip and spring center bolts, battery bolts, license plate bolts. List prices, weights, dimensions and package quantities are given. The Lamson & Sessions Co., 1917 W. 45th St., Cleveland 3, Ohio.

**185. SERVICE MANUAL FOR THE DOCTOR OF MOTORS**—A comprehensive and thorough reference book which puts special emphasis upon the diagnosis of excessive oil consumption and the proper procedure for piston ring installation. It includes special instructions to follow when working upon certain makes and models of cars, a listing and description of recommended ring tools, and an interesting, informative account of the development of the modern automotive piston ring. It is a non-technical explanation of a technical subject. Perfect Circle, Hagerstown, Indiana.

**192. WIRE & CABLE CATALOG**—A 24 page catalog covering every automotive use of electric wire and cable, complete with specification data—Electric Auto-Lite Co., Merchandising Division, Champaign & Chestnut St., Toledo 1, Ohio.

**197. SPARK PLUGS**—Complete specification catalog including 1950 applications—specification wall chart for passenger cars to 1950 with pocket for revised "Plug-Check" indicator and data book also available. This service tool is designed to assist service men in diagnosing spark plug troubles. The Electric Auto-Lite Company, Merchandising Division, Champaign Chestnut St., Toledo 1, Ohio.

**225. 8-PAGE CONDENSED CATALOG**—Showing complete line of K-D Tools. Over 120 tools described and illustrated. Ford Valve Service Chart on the back shows correct K-D Tool combinations to service all Ford-built motors from 1928 to date. Free. K-D Manufacturing Co., Lancaster, Pa.

**235. UNITED STATES ELECTRICAL TOOLS**. A complete catalog of 28 pages fully illustrated with photographs of portable, bench and floor electric tools comprising drills, buffers, grinders, sanders, polishers, heat guns, hole saws, surfacers, valve seat grinders and sets, etc. United States Electrical Tool Co., 1950 Findlay, Cincinnati 14, Ohio.

**249. CATALOG NO. 47-A AND SUPPLEMENT** describes car application data on generator and starter armatures and field coils. Contains valuable interchangeability data on all passenger cars through 1950 listing generator and starter armature applications for the popular trucks. Arrow Armatures Co., 15 Fordham Road, Boston 34, Mass.

**257. RUBBER PRODUCTS**—A condensed catalog designed for parts reference work just released. It contains handy simplified identification and illustrations of floor mats, needle pads, motor mounts, and rubber bushings. Anchor Rubber Products Inc., 1725 London Road Cleveland 12, Ohio.

**262. OIL FILTER MERCHANDISER**—Those Extra Dollars and how to get them in oil filter service sales. All the facts on new Wix sales tools, the Cabinet, Merchandiser and Wix Director. Wix Accessories Corp., Gastonia, N. C.

**263. HAND TOOL CATALOG NO. 57M**—89 colorful pages of modern Hand Tools for all phases of automotive repair and maintenance, showing the right tool or tool set for practically every job. The British Machine Company, New Britain, Conn.

**267. AUTOMOTIVE BEARINGS**—Catalog 50-CB—a 68 page listing of connecting rods, cam shafts and main bearings for cars, trucks and tractor engines. Johnson Bronze Co., New Castle, Pa.

**270. COOLING SYSTEMS, WHAT YOU SHOULD KNOW ABOUT THEM**—16 pages, concisely written and clearly illustrated with diagrams and pictures. Tells you everything you need to know about the mechanics of cooling systems, helps build a better cooling system service. Warner-Patterson Co., 929 S. Michigan Ave., Chicago 5, Ill.

Please send to me without obligation, free booklets No.

described

in the March, 1951 issue of SOUTHERN AUTOMOTIVE JOURNAL.

Name \_\_\_\_\_ Position \_\_\_\_\_

Company \_\_\_\_\_

Number and Street \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_

Tear out and mail to Southern Automotive Journal, 896 Peachtree St. N.E., Atlanta 6, Ga.



**274. BRAKE LINING BONDING**—A 6-page booklet compiled to satisfy the need for complete, up-to-date information on bonding of lining to brake shoes. **Arboret Mfg. Co.**, Dept. E. N., Huntington, Ind.

**275. COLD SOLDER USED FOR BODY REPAIR**—An attractive folder describing the uses in the body repair shop of the new **KWIMETAL Cold Solder**. Folder describes the fool-proof use of the new metal filler that applies like putty and hardens almost immediately into metal. **Atomized Materials Company, Inc.**, Magee Building, Pittsburgh, Pa.

**283. FACTS ABOUT IGNITION COILS**—Learn what characteristics of a coil are needed for top motor performance, the significance of coil polarity, why an engine sputters at low speeds and many other tips on ignition service. **Echlin Mfg. Co.**, 242 East St., New Haven 5, Conn.

**285. CASTOMATIC BAR SOLDER**—Attractive booklet with 24 page booklet attached explains Castomatic Bar Solder in picture caption style emphasizing stated superiority of Castomatic bars over handcast bars because of automatic production method. **Federated Metals Division**, 150 Broadway, New York 5, N. Y.

**298. AIR IMPACT TOOLS**—Full details and prices on these new air tools. Bulletin 818 for capacities to 1/2". Bulletin 2896 for heavy jobs such as Spring U-Bolts, tractor tires, etc. **Chicago Pneumatic Tool Co.**, 6 East 44th Street, New York 17, N. Y.

**299. THE RICHLITE MFG. CO.** has available for distribution a colorful and fully illustrated 28 page catalog of exhaust deflectors, rear view mirrors, inside door handles, clothes hangers, gas and guards and many other quality automotive accessories and parts. **Richlite Mfg. Co.**, 2326 Indiana Avenue, Chicago 16, Illinois.

**305. KOTAFIN CRANKSHAFTS INCREASE BEARING LIFE**—a new service booklet, "Stop Bearing Failures," for the benefit of users of reconditioned crankshafts. Booklet clearly shows the cause of most early bearing failures, and how the KOTAFIN process prevents them. The Kotafin method. **Life. Storm-Vulcan, Inc.**, 2364 Commerce Street, Dallas, Texas.

**307. VAL-VIN-HED**—Attractive catalog sheet containing information about the new **VAL-VIN-HED-SILENCER** designed to perform three important functions in a motor with overhead valves and rocker arms. Silencer valve clicking noise, provides overhead lubrication and protects against moisture condensation. **Joe L. Estes Co.**, Windsor, Ga.

**309. OIL FILTER & REFILL, RAPID REFERENCE CATALOG** has easy-to-use Replacement Oil Filter and Refill Index makes of cars and cross-indexes makes of filters for cars, trucks, buses and tractors. Illustrates and describes **Champ Multi-Screen** and **Standard Refills**, plus retailer promotional helps. **Champion Laboratories, Inc.**, Catalog Dept., 122 Charles St., Meriden, Conn.

**315. BETTER IGNITION** by Delco-Remy—16-page, 8 1/2 x 11 inch booklet covering theory, operation and maintenance of Delco-Remy ignition equipment. Contains 71 illustrations. Will help automotive electricians understand and service ignition equipment. **Delco-Remy Service Department**, Anderson, Indiana.

**317. GRIZZLY BRAKE BONDING CATALOG**—Describes equipment for conditioning shoes for bonding; power pressure gas heated automatic bonding; clamping devices and gas and electric ovens for bonding. Complete listing of Saffibond segments and applications. **Grizzly Mfg. Co.**, Paulding, Ohio.

**318. SMITH'S MUFFLER CATALOG**—Contains factual Dynamometer, Horse Power, Back Pressure and Mileage Charts also complete listing Single Custom Built Replacement Mufflers for all cars and Dual Exhaust Systems for V Type Motors. **Smith's Muffler Mfg. Co.**, 1716-18 Naud St., Los Angeles 12, Calif.

**322. NEW 32 PAGE CATALOG** of lighting and reflecting equipment is now available upon request. **De-Ray Lamp Co.**, 1458 S. Michigan Avenue, Chicago 5, Ill.

**323. BRAKE LINING**—A new 18 page condensed catalog together with comprehensive dealer wall chart listing brake lining recommendations for all popular passenger cars, commercial cars, etc. Vehicles are listed by year and model. Recommendations are made both for riveted and for bonded lining. **World Beston Corp.**, P. O. Box 348, New Castle, Ind.

**324. ATTRACTIVE FOUR PAGE CATALOG** featuring method of operation of the new **Waverash Automatic Jet Car Washer**. **Phillips Pump & Tank Co.**, 1483 State Ave., Cincinnati 4, Ohio.

**327. SIGNAL-STAT CATALOG AND INSTALLATION INSTRUCTIONS**—describes and illustrates the Signal-Stat Switch and Flare Sinter and complete line of Signal-Stat Directional Signal and Safety Equipment for passenger cars, trucks and buses. **Signal-Stat Corp.**, 523-539 Kent Ave., Brooklyn, N. Y.

**331. CELLO GRILLE GUARD CATALOG** pages showing the many types available for both cars and trucks from 1946 to 1951 models. **Cello Products Co.**, E. Boston 23, Mass.

**332. CURVED WINDSHIELD INSTALLATION MANUAL**—85 page book explains removal and installation procedures for curved safety plate windshields and tu-flex Plate Glass backlights. Well illustrated. **Libbey-Owens-Ford Glass Co.**, Dept. 8A3, Nicholas Bldg., Toledo 2, Ohio.

**334. "StyleEngineered Lubrication Department"**—A 22-page booklet describing and illustrating various size lubrication departments and the combination of equipment for most efficient and economical operation dependent on available floor space. **Lincoln Engineering Company**, 5708 Natural Bridge Avenue, St. Louis 20, Missouri.

**337. FOLDER DESCRIBING RAY-LIFT PORTABLE PNEUMATIC AUTO LIFT**—An attractive presentation of uses, specifications, and features of the Ray-Lift portable pneumatic Auto Lifts for Cars and Trucks. **Ray Manufacturing Co.**, 316 Arlington Ave., Turance, Calif.

**349. RADIATOR AND WATER CLEANER**—catalog describing new radiator and water cleaner. Unit easy to install, priced economically, two models fit all cars, trucks and buses. Cartridge easily and quickly changed. **Fram Corporation**, Providence 16, R. I.

**341. SERVICE MANUAL FOR AUTOMATIC TRANSMISSIONS**—Details and illustrations for checking level and changing fluid on Hydra-Matic, Dynaflo, Power glide, Ultramatic, Chrysler Fluid Drive and Hudson Wet Clutch. **The Bell Co., Inc.**, 411 N. Wolcott Avenue, Chicago 22, Illinois.

**334. NEW BLACKHAWK JACK CATALOGUE** Number J-50 and Price Schedule. Lists Hydraulic, Hand and Service Jacks from 1 1/2 to 100 ton capacities and includes the J-17 "Lift-Post." **Blackhawk Mfg. Co.**, Milwaukee 1, Wis.

**342. NEW HYDRAULIC BRAKE WALL CHART**—Spiral bound listing up-to-date parts information for passenger cars and trucks, including listings for master and wheel cylinder master and wheel cylinder repair kits, stop light switches and brake hoses. **Eis Automotive Corp.**, Middletown, Conn.

**346. PAY LOAD PROOF**—Alcoa's new 36 page booklet on aluminum trailers. Performance records, weights, structural information. Write to Aluminum Co. of America, 670 (Dept. 8) Pittsburgh 19, Pa.

**347. SHOCK ABSORBERS**—A new shock absorber specification catalog, reduced to 8 pages, including complete alphabetical and numerical listings on shock absorbers for all makes and models of cars. Available through Monroe Warehouse Distributors and Jobbers or by writing direct to the Monroe Auto Equipment Co., Monroe, Mich.

**348. LIGHTING ACCESSORIES**—Catalog sheets on auxiliary switch panels, toggle push and slide switches, truck and trailer switches, automotive electrical sockets, plus selling aids. **Cole-Hersee Co.**, 24 Old Colony Ave., Boston 27, Mass.

**349. SNUGL WHEEL BALANCING CHART**—A 2 color Chart suitable for placement on wall of shop, service station or garage shows the pounding forces developed in "Out-of-Balance" Wheel Assemblies at various speeds. This free chart is available from Mid-Western Auto Parts, Manufacturers of SnuGl Wheel Balancing Weights, P. O. Box 605, Kokomo, Indiana.

**350. MOBILE INFRA-RED OVEN**—Technical Brochure describes Auto-Broil Mobile Infra-red oven which dries cars to mirror like finish, granite like hardness in under 30 minutes. Shows profit possibilities from increased refinishing business. **American Brake Shoe Co.**, Kellogg Div., 97 Humboldt St., Rochester 9, N. Y.

**351. PACKAGED SPRAY BOOTHS**—198 different packaged automotive spray booths designed to fit spraying requirements of all

car and body shop dealers. Four-page specification brochure give complete technical details. **American Brake Shoe Company**, Kellogg Div., 97 Humboldt St., Rochester 9, N. Y.

**352. DUZ-ALL BRAKE RELINING SYSTEM**—Illustrated folder describes Duz-All System that provides complete relining coverage for Passenger cars and Light Trucks with only 4 liner alms. Includes large 18" x 25" detail chart showing the step by step steps for relining any set of brake shoes. **Gatco Corp.**, Automotive Div., 228 N. LaSalle St., Chicago 1, Ill.

**353. WILLARD CABLES AND ACCESSORIES CATALOG**. Illustrates and describes battery cables, ground straps, primary and secondary wire, terminals, hold downs, service tools and allied products. Replacement data. Technical information. **Willard Storage Battery Co.**, Cleveland 1, Ohio.

**355. G-E SAFETY LIGHTING SERVICE MANUAL**—Tells how to sell automotive lighting service. . . How to aim headlamps. . . What lamps to stock. . . Fully illustrated and packed with plenty of "Know-how." Inquiries Bureau, Lamp & Light Division, Electric Co., Nela Park, Cleveland 12, Ohio.

**356. HYDRA-MATIC TRANSMISSION EXCHANGE CATALOG**—Complete exchange service, together with instructions for removal and installation of transmission. **Hollingshead Motors Co.** (Authorized General Motors Dealer) 2550 South Michigan Ave., Chicago 16, Ill.

**360. "DOLLARS FROM DIAGNOSIS"**—Tells how to set up and operate a profit paying Diagnosis Department. Shows how Diagnosis increases all-around efficiency and builds customer goodwill. Ask for "Dollars from Diagnosis" and copy of latest Sun Catalog. **Sun Electric Corp.**, 6323 Avondale Ave., Chicago 81, Ill.

**361 NEW "QUICK REFERENCE" GASKET CATALOG**—Complete, easy-to-find listings of Fel-Pro Gaskets for practically all makes and models of cars, trucks, buses, etc. New cataloging style makes gasket selection simple and easy. Write for your free copy today. **Fel-Pro Products Mfg. Co.**, 1508 Carroll Ave., Chicago 7, Ill.

**362. NEW AUSCO JACK CATALOG**—Shows complete line of hydraulic and mechanical jacks, including Floor Jacks, Car Jacks, Bumper Jacks, new Bat-Lift bi-pod Jack and many others. 18 pages, fully illustrated with complete descriptions and specifications. **Auto Specialties Mfg. Co.**, St. Joseph, Michigan.

**363. IGNITION TROUBLE SHOOTING**—A technical manual plus catalog on ignition and fuel pump lines, including Huson ignition diagrams for four-cylinder and parts. **Kem Mfg. Co.**, Fairlawn, N. J.

**364. AUTOMOTIVE SAFETY LIGHTING DEVICES**—A new automotive catalog illustrating reflectors, directional signals, tail lights, stop lights, armored clearance lamps and safety reflector flares—all heavy duty equipment, designed and built for commercial truck and bus use. **Grote Mfg. Co.**, Bellevue, Ky.

**365. FRONT END SUSPENSION**—Parts, rods and king bolt sets. Two new catalogs offering ease and convenience in establishing part identification, description, manufacturer's number and quantity used per car. Front end service poster and direct mail post cards are being offered with catalogs. **Hershey Metal Products, Inc.**, Derby, Conn.

**366. MAC'S-IT!**—An 8 page catalog Kalamazoo punched and tabbed for Weatherly Index showing complete line of automotive chemicals. **Mac's Super Glass Co.**, 6940 N. Figueroa St., Los Angeles 45, Calif.

**367. PARKO CATALOG**—Describes Parko's 57 laboratory tested automotive products. Each item is illustrated with description of use. Catalog is Kalamazoo punched for easy filing. **Park Chemical Company**, 6874 Military Ave., Detroit 4, Michigan.

**368. USE THE RIGHT FUSE**—Finger tip six page wall chart only 4 x 9 inches tells at a glance what fuse to use, and where. **Littlefuse, Inc.**, 4757 N. Ravenswood Ave., Chicago 46, Ill.

**369. LUBRICATION CATALOG**—Complete line automotive lubricating equipment, including cabinets, guns, grease fittings, accessories, adapters, installation diagrams, installation instructions, technical data. Write **Aro Equipment Corporation**, Bryan, Ohio.

**378. EMEROL MFG. CO.**—Complete printed information on entire line: Marvel Mystery Oil, Marvel Inverse Top Cylinder Oil, Hi-Rev Motor Tune-up Oil. Shows uses, prices, description, dealer information. **Emerol Mfg. Co.**, 242 W. 49th St., N. Y., N. Y.

## More News Briefs

(Continued from page 179)

### OPS Order Covers All Car Prices

**A** SUPPLEMENTAL regulation from the Office of Price Stabilization, effective March 2, has established procedures for determining retail ceiling prices for new and used passenger cars.

The new regulation is a temporary means of correcting the pricing problems in the retail automobile industry which have arisen because of the General Ceiling Price Regulation, OPS officials said. There will be consultations with members of the industry prior to the issuance of specific regulations, the officials stated.

Under the new regulation, dealers' retail ceiling prices for new passenger cars are established as the sum of the following:

1. Manufacturer's list price.
2. Extra, special or optional equipment at manufacturer's or producer's list price, plus the dealer's installation charge.
3. Transportation cost, but not

to exceed rail freight at carload rate.

4. Federal excise, state and local taxes for car and equipment.

5. Dealer's charge for preparation and conditioning.

6. Dealer's ceiling price for other services (such as undercoating, glazing, polishing).

Extra equipment listed in No. 2 and other services listed in No. 6 must be requested by the customer in writing.

The dealer's ceiling price for charges under Nos. 2, 5 and 6 is the highest price that each individual had in effect for the same service during the period of Dec. 19, 1950, to Jan. 26, 1951.

#### Used-Car Prices

The ceiling price for any used car shall be the highest price listed for that make and model in the January, 1951, issue of the used-car guide which the seller customarily used in the period Dec. 19, 1950, to Jan. 25, 1951.

In no case shall the price exceed the ceiling delivered price of the car when new, as computed by the formula given above.

If the used car is older than the oldest model of that make shown in the guide which the seller uses, the ceiling price shall be the ceiling price of the oldest model of that make in the guide.

The ceiling price may be increased by the amount of the used-equipment price for any radio, heater, or optional transmission or drive which is furnished with the car and for which a used-



Southerners attending the 29th session of the Chevrolet Dealer Sons School include (l. to r.): Back row, William L. Hancock, Jr., Shreveport, La.; Ralph M. Smith, Hazlehurst, Ga.; Paul E. Rowsey Jr., Muskogee, Okla.; Donald W. Parrott, Monticello, Ga., and Myron K. Frey, Jr., Brinkley, Ark.; seated, Richard C. Bachman, Bay City, Texas; James E. Newman, Garland, Texas, and James Radcliff, Jr., Andalusia, Ala. Enrollment totals 43.

## THE Modern WAY TO CLEAN METAL PARTS

**NO BRUSHING  
NO SCRAPING  
NO HEATING**



Why use old-fashioned methods when Bendix\* Metalcene parts cleaner is the ideal solution? Use it anytime without heating! Just dip—don't scrub—and parts are as clean as new! It lasts and lasts for real economy! It's the modern way to clean all metal parts and tools. Order a supply today.

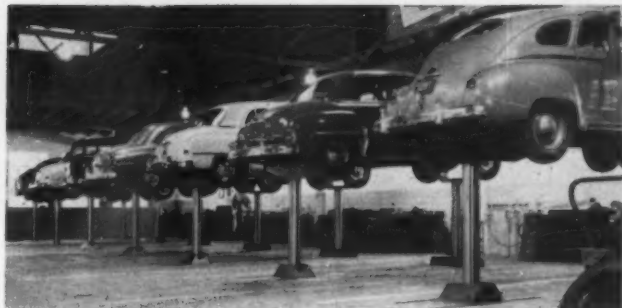
\*REG. U. S. PAT. OFF.

**BENDIX PRODUCTS DIVISION of**  
SOUTH BEND 20, INDIANA



Export Sales: Bendix International Division, 72 Fifth Avenue, New York 11, New York

Service is up in the air these days at Goff Motor Co. (DeSoto-Plymouth), El Paso, Texas, and everybody is happy about it. R. L. Goff, owner, recently installed the 12th lift, one for each mechanic and others for lubrication and undercoating. He started out with a lift for the mechanic who had been with him the longest and then had the others installed at request of his employees.



equipment price is separately listed in the guide which the seller uses.

The seller's ceiling price shall be the price shown in the guide for the region in which the seller's place of business is situated.

Every seller of used cars is required to file with this nearest OPS district office a written statement showing the guide for his region which he used during the period of Dec. 19 to Jan. 26.

If the seller did not customarily use any guide during this period, he must select one of the listed guides (NADA Official Used Car Guide or Red Book National Used Car Market Report for the Southern states) and base his ceiling price only on the January, 1951, issue of the guide selected.

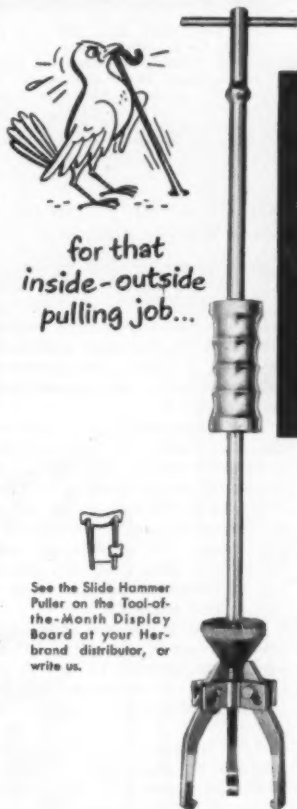
#### Jack Group Recommends Conservation Means

**M**EMBERS of the Jack Industry Advisory Committee have indicated to the National Production Authority that critical material could best be conserved by their industry by cutting back production of jacks for civilian automobiles and eliminating some types of jacks.

Substantial reduction in jacks for trucks, buses and industrial uses would be inadvisable, they agreed. The amount of critical material that could be saved by substitution of non-critical materials would be negligible because substitutes would require additional changes in dies, toolings and fixtures, they indicated.

Some models of 1½-ton axle jacks and two-ton equipment jacks might be eliminated, the committee said.

A total of 48,484,000 motor vehicles were registered in the United States by the end of 1950—a nine per cent increase over 1949, the Automobile Manufacturers Association reported recently.



See the Slide Hammer Puller on the Tool-of-the-Month Display Board at your Herbrand distributor, or write us.

## Herbrand's

TOOL-OF-THE-MONTH

# SLIDE HAMMER PULLER

This new no-pinch puller provides a much wider range of pulling for more kinds of jobs with only the usual number of parts.

It is almost impossible to pinch hand because of the special shape of the forged stop on the puller shaft. It fits snugly into countersink in slide hammer and pushes skin out of the hammer's way.

Note the two position holes in 3-way yoke for jaw settings. They give wider range of pulling with greater strength and safety. External gripping capacity from 0° to 7°, internal from 1¼° to 7°. Special push-pull holding pins make it easy to change jaws quickly from inside to outside pulling position or vice versa.

NOTE: Other attachments available. Write for new catalog sheet.

Mechanic's Net \$14.50

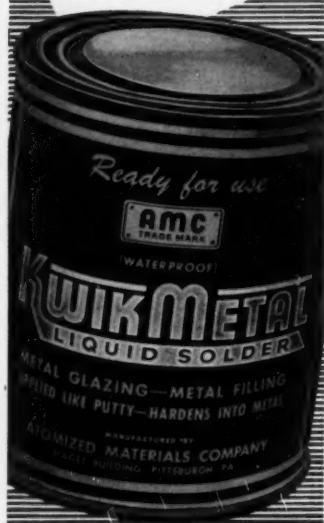


**Herbrand Tools** Fremont 8, Ohio



Preferred by  
over 66,000  
body shops

THE INDUSTRY'S  
No. 1 METAL FILLER



Yes, the trade's preferred permanent surface solder is Kwik-Metal... the 100% answer to easier, low-cost metal-repair work. It's the nation's most dependable COLD solder. No heat, no flame, waterproof, rustproof, shrink proof. Unconditionally guaranteed!



**KWIK-PATCH KITS**  
Here is the perfect combination for large-area patching jobs. 3 profitable sizes \$3.25, \$5.25 and Economy \$13.00.

SEE YOUR JOBBING OR WRITE KWIK-METAL DIVISION  
**ATOMIZED MATERIALS CO.**

2002 Magee Bldg., Pittsburgh, Pa.; Distributed by  
C. Guy Keen; Alton Sales Co.; Clair Cornwell;  
Henry B. Swaab Co.; J. H. Healy



He sold more than 200 new and used cars in Huntsville, Ala., the first 11 months of last year! That's why William E. Bigger (third from left) is looking so happy while receiving the award from J. E. Lamy, regional manager of the Central Region of Nash Motors. At left is A. L. Christian, manager of the Atlanta, Ga., zone and at right is J. A. Huff, the assistant zone manager. The presentation was part of the awarding of pins to all Honor Club members at the Ansley Hotel in Atlanta March 1. One hundred and two salesmen qualified by selling at least 50 units in 1950.

#### B. F. Goodrich Increases Texas Rubber Output

**P**RODUCTION of cold rubber at the Port Neches, Texas, plant B. F. Goodrich Chemical Co. operates for the government will be increased 50 per cent within 60 days, W. I. Burt, vice-president, manufacturing, announced late last month.

The government has authorized the installation of refrigeration equipment costing \$350,000 to expand cold-rubber production from 30,000 to 45,000 tons of the plant's 60,000-ton annual rated capacity, Burt said. At present, he said, the Port Neches units are operating in excess of 135 per cent of their rated capacity.

The plant is the first of the government-owned, industry-operated rubber facilities to receive authorization to increase the nation's cold-rubber supply, he stated.

Cold rubber is produced at 41 degrees F., Burt said, compared with 120 degrees F. used in the standard GR-S process. This type of rubber possesses greater resistance to abrasion than standard American rubber or crude rubber and is used primarily in passenger-car tire treads to give increased mileage, he pointed out.

There are about 59,300,000 drivers in the U. S., an average of 1.34 for each motor vehicle registered according to Automobile Manufacturers Association.

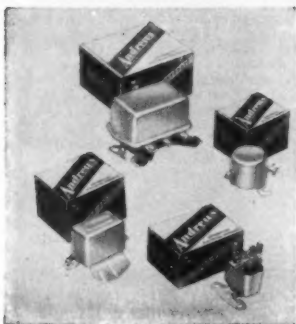
#### Cooke Heads Sarasota Group

Edward G. Cooke, Oldsmobile-Cadillac dealer, has been elected president of the Sarasota County, Fla., Automobile Dealers Association. Gaston F. Hollis, Hudson-Crosley dealer, is now vice-president. Maxwell O. Hammond, Dodge-Plymouth dealer, is secretary-treasurer.

One out of every five cars in use has been driven 80,000 miles.







## The TRIPLE-VALUE LINE is the SHELF MERCHANDISE YOU WANT



Yes, the Andrews line of ignition parts, wire and cables is the triple-value line because:

1. Complete line of quality merchandise.
2. Fast turnover of packaged profits.
3. Guaranteed for customer satisfaction.

Put the Andrews line on your shelf for more sales and customer satisfaction.



CUSTOMER  
SATISFACTION



SINCE  
1921

**Andrews**  
MANUFACTURING CO.  
ST. LOUIS, MO.

# NEED BEARINGS?

... use the very best

# ABC BEARINGS

in the blue box ▶



AMERICAN BALL BEARING COMPANY

SOUTHERN BRANCHES: 3013 Main Street, Dallas, Texas  
843 Memorial Drive S. E., Atlanta 3, Georgia

# KEN-TOOL

*Outstanding  
Quality!*

## UNIVERSAL TRUCK WRENCHES

SUPERIOR QUALITY TOOLS,  
HOT-FORGED FROM CHROME-  
NICKLE ALLOY STEEL.

**TR-1** "Job Designed" for Ford,  
Budd and Dodge wheels.

**TR-2** "Job Designed" for serv-  
icing Chevrolet Dual wheels.

**TR-3** "Job Designed" for Inter-  
national, Federal, Studebaker  
Diamond T and Mack wheels.

**TR-4** Leverage bar with sock-  
et for GMC, Reo and Federal  
wheels.

See Your Local Jobber  
For Our Complete  
Line!

Largest Exclusive  
Manufacturers of Tire  
and Wheel Changing Tools

They're

*"Job Designed"*

TR 1

TR 2

TR 3

TR 4

...NEW

Job Designed for the new  
Chevrolet Trucks

TW-2  
SET

**The KEN-TOOL Mfg. Co. Akron 5, Ohio**





Approximately 75 members attended the recent meeting of the Delta Automobile Dealers Association at Greenwood, Miss., at which Hamrick Motor Co. of Greenwood was host. During the evening J. W. Cooper, assistant manager, Ford Motor Co., Memphis, (right in photo at left) presented President L. Flowers Hamrick the Four-Letter Award as an outstanding Ford dealership. Shown looking on at extreme left is A. E. Klemmedson, district manager, Ford Motor

Co., Memphis, who was the principal speaker. Other speakers included Lew Schaffer, manager of the Memphis division and vice-president, Universal C.I.T. Credit Corp., and General Manager George Lemon Sugg of the Mississippi Automobile Dealers Association. New officers of the Delta association are Jack Weber of Indianola, president; J. Frank Norris of Greenville and Walter Crump of Sumner, vice presidents; Bob Redding, Cleveland, secretary-treasurer.

#### N. C. Dealers Meet May 13-16

The 16th annual convention of the North Carolina Automobile

Dealers Association will be held May 13-16 at the Carolina Hotel, Pinehurst, N. C. "An entirely new stage of events is being planned

with a face lifting for the entire convention program," reported Mrs. Bessie B. Ballentine, executive secretary.



## *Federated gardiner* **SOLDER** BRAND

Make your work easier with Federated Gardiner brand Acid Core Solder. It melts fast . . . evenly . . . produces a tight bond.

Look for it in the familiar blue package wound on metal spools. Comes in all sizes and compositions . . . analysis on the package. Listed by Underwriters' Laboratories, Inc.

*Federated Metals*  
*Division*

AMERICAN SMELTING AND REFINING COMPANY  
WHITING, INDIANA (CHICAGO)



## *You wouldn't accept* **COUNTERFEIT**

### IF YOU KNEW IT!

So when you invest in an Auto-Lift be certain you don't buy a "counterfeit." Why spend your money on an imitation?

### BE SURE YOU GET A



### PORTABLE PNEUMATIC AUTO-LIFT IDEAL FOR:

Steam Cleaning Rocks - Body and Fender Depts. - Paint and Brake Depts. - Auxiliary Greasing - Shock Absorber - Undercoating.

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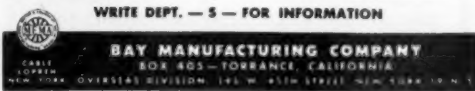


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### SEALS

Equipped with long wearing, precision manufactured shafts.

### SHAFTS

Factory installed with special water repellent lubricants injected into the pumps during assembly.

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### FINISH AND PACKING

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## Mississippi Dealership Marks 25th Milestone

ENGLAND Motor Co. of Greenville, Miss., celebrated its 25th anniversary last month.

The event was marked by the publication of a special section in the *Delta Democrat-Times* and a ceremony at which Ford District Manager A. E. Klemmedson presented the firm with the Ford Four-Letter Award.

Employees presented President Frank A. England, Sr., with a silver loving cup.

## Arkansas Girl Wins \$1,000 Lion Prize

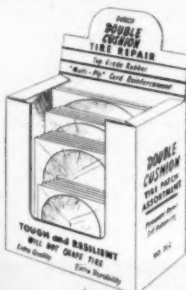
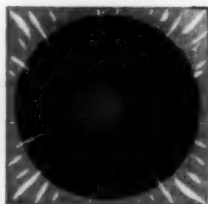
AN ARKANSAS girl, Norma Sue Roop, 16, a junior at Fort Smith High School, won first prize in the fourth Lion Oil scholarship contest with an essay on "How to Be a Good Citizen."

In addition to winning the \$1,000 one-year scholarship at the college of her choice, Norma is now eligible for the grand prize—an additional \$3,000, three-year scholarship, to be awarded by Lion Oil to one of the six first-

prize winners after all six contests have been judged. Miss Hazel Presson, teacher of English and Journalism at Fort Smith High, sponsored Miss Roop's prize-winning essay and won a \$100 cash award. She will receive an additional \$300 if Miss Roop's essay wins the grand prize.

Second prize of \$100 went to Miss Elizabeth Whitten, 16, a senior in El Dorado, Ark., High School, with a \$100 award to her English teacher, Miss Ethel Rogers. Joe Thomas Odle, 16, a junior of Gulfport, Miss., placed third.

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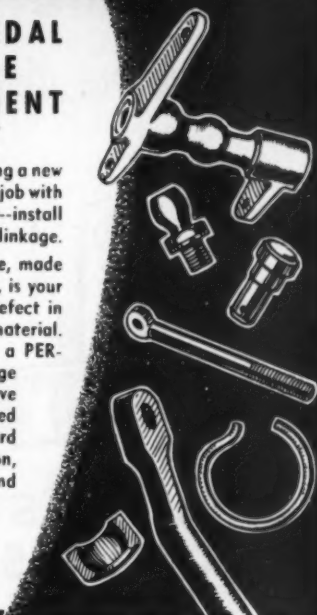
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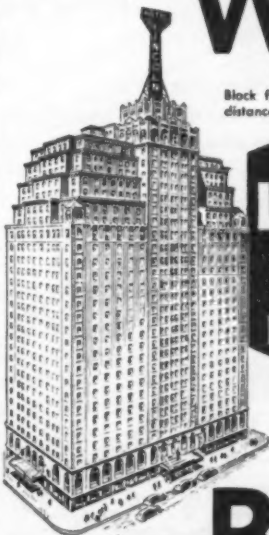
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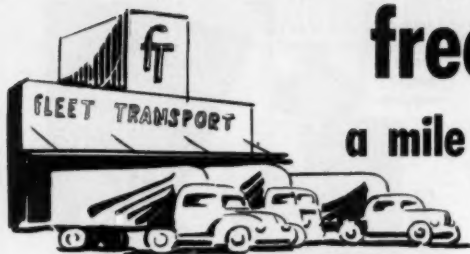


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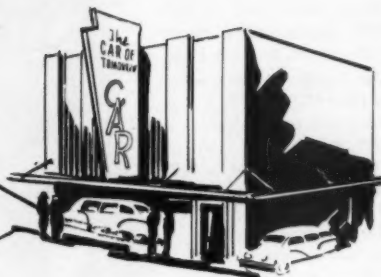
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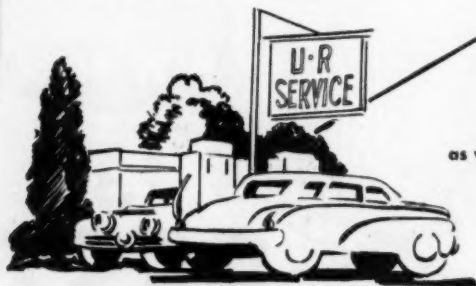
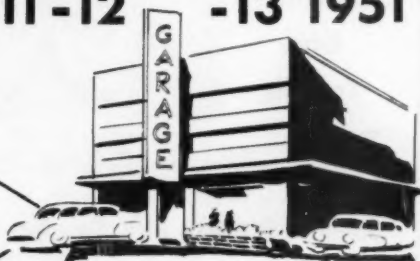
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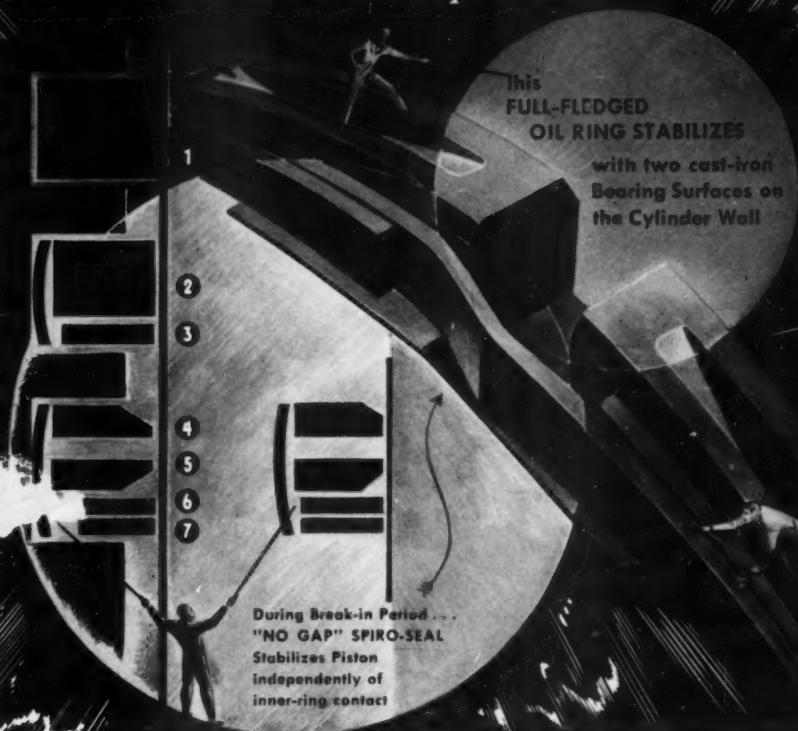


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